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### Sales Assistant- Admissions

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| **Job level** | **Organisational Support - Level 1** | **Reports to** | **Admissions Manager** |
| **Directorate** | **Zoos and Engagement** | **Function** | **Visitor Services** |
| **Contract**  | **Fixed Term**  | **Location** | **Regent’s Park** |

**Responsibility for resources**

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| **Direct line reports** | **NA** | **Responsibility for other resources** | **NA** |
| **Financial resources** | **NA** |

**Our vision and mission**

The Zoological Society of London (ZSL) is an international conservation charity, driven by science, working to restore wildlife in the UK and around the world. Our vision is a world where wildlife thrives and every role, every person in every corner of ZSL has one thing in common – we are all conservationists, and passionate about restoring wildlife.

**Purpose of the role**

The purpose of this role is to support the admissions department with the fulfilment of the day-to-day operations across London Zoo. The assistants will work together in the delivery of operations to maximise sales and profit, to achieve budgets as well as enhance the Visitor Experience.

**Key responsibilities**

* Ensure that POS, scanning and/or communications equipment is operational and that any issues are raised with the line manager.
* To ensure all admissions tasks are carried out with accuracy and efficiency, including validating and/or charging for entry.
* Maintaining a high level of customer service, dealing efficiently and courteously with any questions, or requested information.
* Maximise revenue for the charity by proactively upselling guide books and/or membership packages to our visitors and processing Gift Aid and donations when appropriate.
* Develop and maintain a complete understanding of ticketed products, promotions, and zoo activities.
* Takes care in the security and accuracy of all areas of cash handling and customer data. Adherence to GDPR. If any anomalies are detected ensures that the Team Leaders are informed immediately.   Escalate any issues to Duty manager when required.
* Maintain good stock levels of all items given/sold to customers.
* Report any Health and Safety issues.
* Play an active part in ensuring that any departmental targets are met.
* Assist the Retail department with operations as and when required.
* Assist with operations in car parking areas.
* Maintain a clean and tidy working area, minimise wear and tear of equipment, assist in other maintenance tasks as required.

The duties and responsibilities described are not a comprehensive list and additional tasks

may be assigned from time to time that are in line with the level of the role.

**Person Specification**

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| Experience |

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| Essential | * Good standard of attention to detail.
* Previous experience with delivering a high standard of customer service.
* Previous cash and data-handling experience.
* Ability to thrive in a fast-paced and sometimes extremely busy environment.
* Ability to work well with others and independently.
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| Desirable  | * Previous experience in either a Retail/Admissions environment and/or Visitor attraction.
* Working with large numbers of visitors in a potentially noisy/distracting environment and/or visitors with diverse requirements.
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| Knowledge and skills |

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| Essential | * A consistently positive and energetic approach.
* A positive can-do attitude.
* Strong communication skills.
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| Desirable | * An interest in animal conservation.
* Previous experience working in retail, visitor attractions and/or charity sector.
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| Additional requirements |

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| Essential | * This post will require regular outdoor working in all weathers.
* Punctuality, adherence to dress code and uniform requirements.
* This post requires occasional work during evenings (Friday nights in June and July) and has the opportunity for longer shifts at peak times, (Bank Holidays, School holidays, weekends).
* Strong commitment to creating a culture that embodies ZSL values and a commitment to safeguarding, equality and diversity, (values include being collaborative; inspiring; inclusive; innovative; impactful; ethical)
* To comply with and promote Health and Safety policies and procedures.
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| Desirable | * Able to respond to requests to work at short notice and/or extend shifts on the day.
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