



Visitor Services Host

Job level	Level 1 - Org Support	Reports to	Visitor Services Manager (may be delegated to Assistant Visitor Services Manager and Visitor Services Team Leaders)
Directorate	Visitor Operations	Function	Visitor Services
Contract	Fixed Term	Location	Regents Park

Responsibility for

Direct line reports	None	Responsibility for other resources	None
Financial resources	None		

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 deliver exceptional visitor experiences at London Zoo, ensuring visitors feel welcomed, informed, and supported throughout their visit, delivery of operations to maximise sales and profit, as well as enhance the visitor experience. This role contributes directly to ZSL's mission by creating memorable experiences that inspire conservation action.

Key responsibilities

- Provide outstanding customer service to all visitors, ensuring a positive and inclusive welcome and experience.
- Deliver day-to-day operations across all visitor-facing areas, such as retail, admissions, car park, and ZooTown.
- Within our retail areas ensure high standards of presentation, product display, stock handling, stock movement, and compliance with cash handling policies.
- Within our admissions operations, effectively welcome all visitors including the sale of admission tickets, Car Park, Group, Promotions, Trade, Membership, and Experiences products.
- Deliver set KPIs and personal targets related to individual and team performance.

- Support initiatives that drive member acquisition and retention through excellent service and engagement.
- Assist with queue management and visitor flow during peak times to enhance visitor satisfaction.
- Respond promptly and professionally to visitors' queries and concerns.
- Ensure compliance with health, safety, and safeguarding procedures at all times.
- Collaborate with colleagues across departments to support special events and activities.
- Act as an ambassador for ZSL values, encouraging conservation engagement among guests.

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

Experience	
Essential	<ul style="list-style-type: none"> • Good standard of attention to detail. • Previous experience with delivering a high standard of customer service. • Previous cash handling experience. • Ability to thrive in a fast paced and sometimes extremely busy environment. • Ability to work in a large team and alone. • Ability to remain calm and professional under pressure.
Desirable	<ul style="list-style-type: none"> • Experience in visitor attractions or hospitality. • Knowledge of conservation or zoological environments. • First aid qualification.
Knowledge and skills	
Essential	<ul style="list-style-type: none"> • A consistently positive and energetic approach is required. • A positive can-do attitude is essential. • Strong communication skills are essential.
Additional requirements	
Essential	<ul style="list-style-type: none"> • This post will require extensive outside working with direct exposure to weather. • Flexibility to work evenings, weekends, bank holidays, and school holidays. • Flexibility to work in temporary external locations when required (e.g. pop-up shops, mobile box-office etc) • This position is part of a team rota and is required to regular weekends. • To comply with and promote Health and Safety policies and procedures