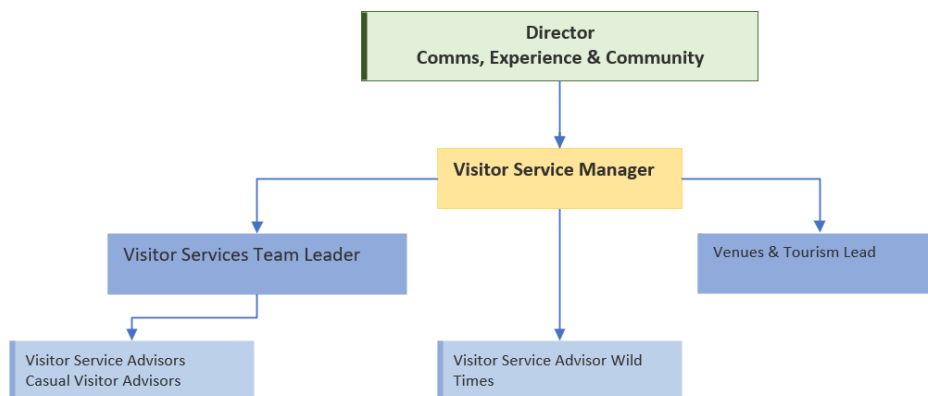


## POSITION DESCRIPTION

<b>Position Title:</b>	Visitor Service Advisor – Fixed Term (9-day fortnight)
<b>Status:</b>	Permanent Part-time
<b>Reports To:</b>	Visitor Services Team Leader
<b>Direct Reports:</b>	Nil
<b>Position Purpose:</b>	<p>The purpose of this role is to provide a professional and high level of sales and service to all our visitors, before, during and after their visit to the Zoo. They will encourage and inspire Zoo visitors to have an enjoyable experience and uncomplicated entry and exit from the Zoo. This role is also responsible for the sale and support of a diverse range of visitor products and services. These include but are not limited to: Zoo shop sales, Close Encounters, memberships, venues and events, sleepovers, birthday parties and School programmes including the holiday programme.</p> <p>The Visitor Service Advisor role can also act as first contact for all enquiries over the telephone, website and email.</p>
<b>Date:</b>	June 2026

### Organisational Context:



### Important Functional Relationships:

<p><u>External</u></p> <ul style="list-style-type: none"> <li>▪ Visitors to Wellington Zoo</li> <li>▪ Service Providers e.g. caterers, cleaners, hire companies, hotels, other booking offices, transport providers etc.</li> <li>▪ Technology Providers e.g. supplier of our database, POS systems, EFTPOS systems etc.</li> </ul>	<p><u>Internal</u></p> <ul style="list-style-type: none"> <li>▪ Visitor Services Manager</li> <li>▪ Fundraising and Partnerships Manager</li> <li>▪ Communications, Experience and Community Team</li> <li>▪ Assistant Accountant</li> <li>▪ All Zoo staff and volunteers</li> </ul>	<p><u>Committees/Groups</u></p> <ul style="list-style-type: none"> <li>▪ As required</li> </ul>
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## Key Result Areas:

The position of *Visitor Service Advisor* encompasses the following functions or Key Result Areas:

- Visitor Service
- Sales
- Retail
- Bookings
- Administration and Data Entry
- Health and Safety, and Sustainability

The requirements in the above Key Result Areas are broadly identified below:

<b>Jobholder is accountable for</b>
<p><b>1 Visitor Service</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Ensuring seamless and friendly visitor service across all touchpoints including but not limited to the front counters, Wild Times office, shop and venues.</li><li><input type="checkbox"/> Welcoming visitors, providing information and handling enquiries to ensure visitors have a friendly and enjoyable visit.</li><li><input type="checkbox"/> Setting standards of excellence in visitor service within own team and for all Zoo staff.</li><li><input type="checkbox"/> Gathering feedback from visitors on their expectations and satisfaction with Zoo operations and acting on this where appropriate.</li><li><input type="checkbox"/> Identifying, resolving and escalating any visitor issues or complaints.</li><li><input type="checkbox"/> Greeting and briefing venues guests and organisers in a friendly, professional manner.</li><li><input type="checkbox"/> Ensuring venues guests and organisers are supported throughout their meeting or function, including the supervision of meetings or functions as required, which may include those held after normal zoo opening hours.</li><li><input type="checkbox"/> Ensuring all Wellington Zoo venues are presented to a high standard and are equipped to appropriate levels at all times for both internal and external guests.</li><li><input type="checkbox"/> Organising Zoo venues and ensuring they are appropriately set up to meet visitor expectations. This may include arranging seating, tables, technical gear and light refreshments for some meetings/functions.</li></ul>
<p><b>2 Sales</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Sale of relevant visitor entry ticket/s.</li><li><input type="checkbox"/> Maintaining an excellent knowledge of all Zoo products and their associated prices.</li><li><input type="checkbox"/> Ability to recognise and apply cross-selling and/or up-selling of Zoo products where appropriate to visitors.</li><li><input type="checkbox"/> Meeting targeted expectations for sales - both individual and team targets.</li><li><input type="checkbox"/> Make proactive outbound sales calls to prospective customers for Zoo products, particularly venues.</li><li><input type="checkbox"/> Proactively participate in on-site promotions and sales of Zoo products.</li></ul>
<p><b>3 Retail</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Merchandising, maintaining high display standards in the shop such as ensuring stock is immaculate and well-stocked.</li><li><input type="checkbox"/> Assisting team with annual stock take.</li><li><input type="checkbox"/> Accurate and efficient Point-of-Sale transactions and till operations.</li><li><input type="checkbox"/> Responsibility for daily cash-up at close of business.</li><li><input type="checkbox"/> Responsibility for banking and till float reconciliation, change float replenishment orders.</li><li><input type="checkbox"/> Ensuring cash handling procedures are as per documented policy.</li></ul>

#### **4 Bookings**

- ❑ Responding in a timely and professional manner to all bookings and visitor queries via phone, email or website. This includes but is not limited to school visits, venues meeting and function organisers, community groups, visitors wishing to purchase Close Encounters, Sleepovers, Zoo Crew and Premium memberships, School Holiday Programmes etc.
- ❑ Completing all administrative tasks for sales and bookings, including recording full and accurate details of the booking and keeping the Zoo's systems updated, sending out confirmation of bookings where required, notifying relevant Zoo staff of forecasted bookings.
- ❑ Ensuring the successful planning of the delivery programme for customer meetings and functions, including preparing run-sheets and liaison with other Zoo staff, catering and external suppliers in line with agreed service levels.
- ❑ Co-ordinating with the Learning Team on the School Holiday and Learning Session programmes during and after the booking process.
- ❑ Consulting, where appropriate, with service providers such as caterers, cleaners, hire companies, transportation firms and other booking offices.
- ❑ Co-ordinating the payment process to ensure all bookings are paid on time.
- ❑ Ensuring daily maintenance and updating of bookings calendars and backing up of these calendars.
- ❑ Supporting the booking, organisation and delivery of VIP functions for the Zoo and Zoo's partners.

#### **5 Administration and Data Entry**

- ❑ Co-ordinating inward and outward telephone calls, emails, letters and online queries.
- ❑ Maintaining an excellent knowledge of the Wellington Zoo database and booking systems and their standard operating procedures
- ❑ Maintaining the Wellington Zoo database and booking systems with accurate and up-to-date information Ensuring accurate data entry and record keeping in relation to visitor numbers, data entry for point of sale, and any other reports pertaining to bookings, memberships, retail and purchasing held within the team.
- ❑ Supporting the Visitor Services Manager and Team Leader with regular and ad-hoc report requests
- ❑ Providing a professional radio base for all Zoo staff.
- ❑ Providing information to the Finance Team for the preparation of invoices.
- ❑ Providing support to Partnerships Advisor with safely depositing all raised funds and cheques, including clearing the donation boxes around the Zoo. Providing administrative support as required to the Partnerships Advisor.

#### **6 Health and Safety, and Sustainability**

- ❑ Organising health & safety briefings, security and first aid etc. as required for meetings and functions guests in the Zoo venues.
- ❑ Ensuring any hazardous conditions, near misses, injuries and accidents are reported immediately to your manager.
- ❑ Participating in meetings, training and other health and safety activities.
- ❑ Informing the Safety Improvement Team (SIT) about any areas of concern.
- ❑ Meeting employee responsibilities and contributing to providing a safe working environment for visitors and fellow staff through following safe working instructions and adhering to all health and safety policies and procedures set down by WZT.
- ❑ Proactively contributing to a culture committed to the health and safety of our staff and visitors.
- ❑ Commitment to and delivery of the Zoo's sustainability strategy and initiatives.
- ❑ Ensuring responsibility for reduction of emissions in line with the Zoo's carbon zero targets.
- ❑ Contributing to a culture committed to sustainability.

**Note:** *The job holder will carry out the duties and responsibilities defined in this position description or any other reasonable request from the employer which contributes to achieving the continued success of Wellington Zoo.*

## Person Specification:

### Knowledge/Experience

#### **Essential**

- Demonstrated experience in a retail environment
- Passionate about delivering excellent service and experience in this field
- Proactive sales abilities
- Excellent communication skills, both oral and written
- Confident with communicating with a wide variety of people and handling all types of enquiries, whether by email, letter, telephone, or online
- Flexibility to work weekends, public holidays and some evenings
- Demonstrated experience in multitasking and working to deadlines
- Computer literate
- Be a team player

#### **Desirable**

- Experience in a bookings/reservation environment
- Experience with database management
- Knowledge of conservation issues and the role of a progressive zoo