

## Position description

**Position title:** Visitor Sales Supervisor

**Position type:** Part-time permanent

**Location:** Zealandia, 53 Waiapu Road, Karori

**Supervisor:** Visitor Sales Manager

## Purpose of the role

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The Visitor Sales Supervisor will assist the Visitor Sales Manager and Visitor Sales 2IC in leading a small team responsible for delivering excellence in customer services and sales to all visitors to Zealandia. Key responsibilities include managing the day-to-day operations of the Visitor Sales team when the Visitor Sales Manager or Visitor Sales 2IC are not rostered on, delivering high quality customer service to Zealandia Te Māra a Tāne's 130,000+ visitors per annum and 15,000+ members ensuring that sales targets for tours and membership are achieved, assisting with the management of the retail store, ensuring biosecurity arrangements are managed and mentoring and training of staff within the Visitor Sales team

Like all members of staff at Zealandia Te Māra a Tāne, the person in this role will be expected to actively uphold the principles of Te Tiriti o Waitangi, maintain and promote exceptional health and safety, and support the maintenance of biosecurity in the sanctuary.

## Organisation background

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Zealandia Te Māra a Tāne is an organisation that cares for a 225-ha world class ecosanctuary in Wellington, New Zealand. We have a 500-year vision to restore a unique forested valley—Te Māra a Tāne. Zealandia's first generation of restoration effort has resulted in flourishing forests and the establishment of many native species, from hihi to tuatara. Looking forward, Zealandia Te Māra a Tāne's next generation is focused on '[Living with Nature—Tiaki Taiao, Tiaki Tangata](#)'. *"We connect people with our unique natural heritage, and inspire actions that transform how people live with nature in our cities, towns and beyond"*. This purpose is visible through our leading education, conservation, restoration and engagement activities.

Zealandia Te Māra a Tāne is a not-for-profit organisation, and its conservation, restoration and outreach work is made possible by an award-winning sustainable business model. Funding currently comes from visitors and tours, our café, memberships, grants, sponsorships and donations. Every role in the organisation has some part to play in ensuring our 130,000+ visitors, 500+ volunteers and 15,000+ members are cared for and welcomed into the Zealandia Te Māra a Tāne community.

As an organisation we honour Te Tiriti o Waitangi and are on a journey towards learning how this plays out across our work as Tiriti partners. We accord value to te ao Māori (the Māori world), and

support mana whenua to fulfil their role as kaitiaki. All staff are encouraged to build capacity and confidence across te ao Māori including te reo Māori me ōna tikanga, and Te Tiriti o Waitangi.

## **The Zealandia Te Māra a Tāne team**

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Zealandia Te Māra a Tāne is a medium size organisation, with around 100 people employed in different contexts. We have around 500 volunteers who support all our work. We pride ourselves on exceptional teamwork which is required from all staff, volunteers and members. The dynamic nature of Zealandia Te Māra a Tāne means it is an incredible place to extend and challenge yourself, have real on-ground outcomes for conservation and community engagement, and to be part of a successful team.

Zealandia Te Māra a Tāne is managed by the Karori Sanctuary Trust. To find out more please go to [www.visitZealandia.com/](http://www.visitZealandia.com/)

## **About this position description**

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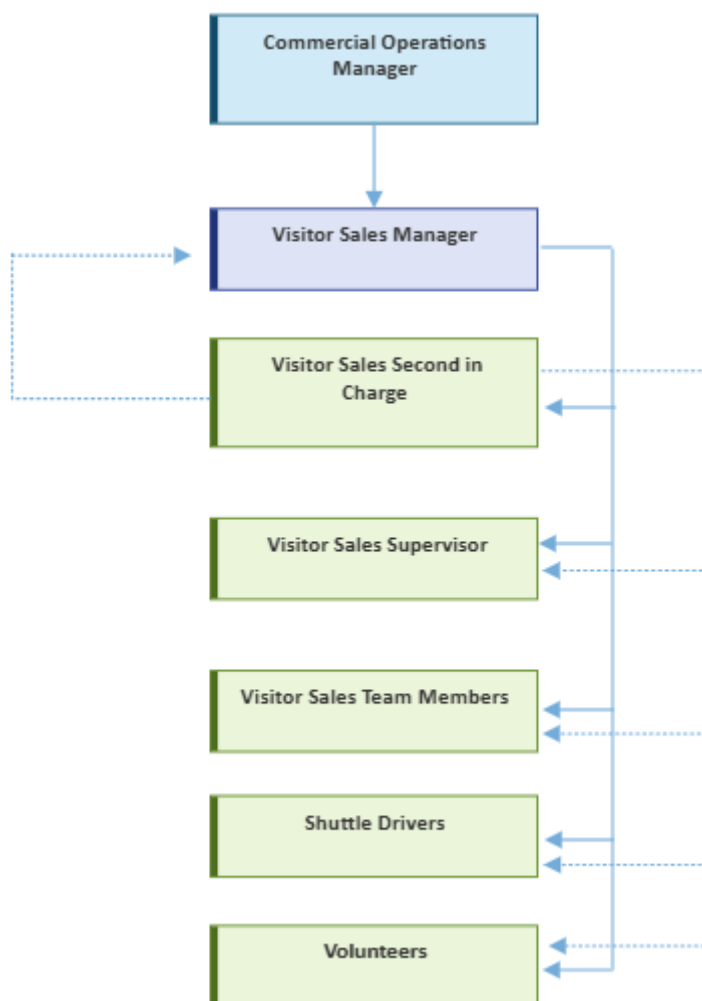
As the work and priorities of Zealandia Te Māra a Tāne change over time, so will the requirements of each of its staff. As such, this document is not intended to represent the role that the occupant will perform in perpetuity. This position description is intended to provide an overall view of the role and responsibilities as at the date of approval. The specifics of the role will be reviewed on a regular basis and adjustments may be made to key responsibilities and accountabilities.

This position description details the minimum outcomes required for the position and for employment. Zealandia Te Māra a Tāne is a seven day per week operation. After-hours and weekend work will be required from time to time. A non-smoking policy is effective on sanctuary land, with the exception of a designated smoking area.

## **The Visitor Sales team**

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The Visitor Sales team sits within the Commercial Operations team and manages the majority of all visitor interactions be those face to face, via email or over the phone. The team also has responsibility for generating revenue for Zealandia across admissions, retail sales, membership and donations, management of Zealandia's free Zealandia shuttle services, and operational management of the Visitors Centre.



## Key responsibilities

### 1. General responsibilities and duties

- Be a key frontline member of the Commercial Operations team helping to achieve the admissions goals and key performance indicators, including fast and professional processing of visitors, up selling of tour products & memberships and maintaining a good knowledge of the most recent activities taking place within the Visitors Centre and valley.
- Provide welcoming, fast and professional processing of visitor admissions, memberships, retail purchases and tour bookings such as 'Zealandia by Night'.
- Accurately and professionally adhere to the organisations opening and closing procedures, including the end of day accounting/cashing up and reporting procedures as directed.
- Confident and accurate use of all point-of-sale systems in the team including Lightspeed, CheckFront, Eftpos, CRM and GetSmart systems.
- Achievement of customer satisfaction targets and sales targets.

<ul style="list-style-type: none"> <li>• Point of contact for Duty Ops in an emergency.</li> <li>• Monitors all VC communication channels including email, voicemails, and mail, while ensuring all queries are to be responded to within 24 hours.</li> <li>• Ensuring compliance to sanitation, hygiene, grooming, health and safety legislation and organisational and quality requirements and working policies and procedures.</li> <li>• Provide feedback to the Visitor Sales Manager regarding any maintenance required in the Visitor's Centre and exhibition areas (not including the café)</li> </ul>
<p><b>2. Customer and Visitor Experience</b></p>
<ul style="list-style-type: none"> <li>• Champion across Zealandia that excellent customer service is a crucial part of providing a great visitor experience for all Zealandia members, visitors, and volunteers – across internal and external customers, in person, by phone and online.</li> <li>• Contribute towards enhancing the visitor experience through promotion of and upsell to tours experiences.</li> <li>• Maintain high standards of presentation of the admissions and foyer areas including closely monitoring the cleaning contractor.</li> </ul>
<p><b>3. Membership</b></p>
<ul style="list-style-type: none"> <li>• Be part of the centralised team for membership information and signup - deliver professional membership services with the end goal of growing overall membership.</li> <li>• Assist the Visitor Sales Manager in the delivery of membership sales and retention targets.</li> </ul>
<p><b>4. Retail gift shop</b></p>
<ul style="list-style-type: none"> <li>• Demonstrated high level of knowledge of all products held in the retail store.</li> <li>• Manages stock to agreed targets and completes monthly stocktakes. Ensures all stock is processed on the day that it is received.</li> <li>• As agreed with the Visitor Sales Manager, lead the overall team in the upkeep of the Retail Store in the expected standards for product handling, merchandising and display and stock rotation.</li> </ul>
<p><b>5. Mātauranga and te ao Māori</b></p>
<ul style="list-style-type: none"> <li>• Make an effort to learn appropriate pronunciation of te reo Māori, and use it appropriately.</li> <li>• Champion the appropriate and respectful use of te reo Māori, tikanga, and mātauranga Māori within the team.</li> <li>• Engage in training opportunities that support upskilling as required, particularly in tikanga and te reo Māori.</li> </ul>
<p><b>6. Relationships and Team Leadership</b></p>
<ul style="list-style-type: none"> <li>• Assist the Visitor Sales Manager in the day-to-day management of the team including charge of the team when the Manager and 2IC is not rostered to work.</li> <li>• Oversee all front of house staff rostered on and their duties, ensuring they work efficiently and effectively. Arrange for alternative staff when rostered staff call in sick or a late for their shift.</li> <li>• Identifies training needs and opportunities and works with the Visitor Sales Managers to ensure that all staff are trained to required standard.</li> <li>• Attend and at times lead team meetings and work effectively and collaboratively as a team to ensure organisational priorities are achieved.</li> <li>• Embrace the Trust's policies on environmental consciousness and sustainability.</li> </ul>

<b>7. Health and Safety</b>
<ul style="list-style-type: none"> <li>• All employees have a responsibility to work towards keeping a safe and healthy work environment by practising safe work methods, identifying workplace hazards and using appropriate safety equipment.</li> <li>• Adhere to Zealandia Te Māra a Tāne’s code of conduct to support a healthy, safe and enjoyable work environment.</li> <li>• Ensure health and safety is addressed in day-to-day activities for all staff, volunteers and visitors working in the Visitor Centre.</li> <li>• Ensure your workspace is a safe working environment through adherence to the Health and Safety at Work Act 2015 and implementation of Zealandia Te Māra a Tāne’s policies on safety.</li> <li>• Promptly address any responsibilities assigned to your area by the Health and Safety Officer (these responsibilities are noted above in Section 4, if applicable).</li> </ul>
<b>8. Biosecurity</b>
<ul style="list-style-type: none"> <li>• We have a shared responsibility that the valley is maintained as an environment free of key animal and plant pests, allowing restoration progress to be made against the 500-year vision.</li> <li>• All employees must take Zealandia Te Māra a Tāne’s biosecurity seriously, so the risk of accidental introductions is minimised.</li> <li>• Ensure all visitors and groups visiting with you adhere to biosecurity processes.</li> </ul>

NOTE: the above responsibilities and expectations are provided as a guide only. The precise performance measures for this position will need further discussion between the jobholder and manager as part of the performance management process.

## Key relationships

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### Internal:

- Commercial Operations Team
- Senior Leadership Team
- Lead Rangers
- All staff

### External:

- Suppliers
- Tourism groups and operators
- Zealandia Te Māra a Tāne Members and visitors

## Person specification

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### Qualifications and experience

- The preferred candidate will have 2-5 years’ experience in retail sales or the tourism industry where the role is focused on sales conversations with visitors. They will have experience in supervising teams and or mentoring staff towards achieving ambitious sales targets. They will be a skilled and confident communicator, with exceptional relationship management skills and the ability to manage difficult conversations at times.

- They will be results-driven, able to identify innovative and creative opportunities to drive an improvement in sales, visitor experience and processes, and they will be able to see projects through to completion.
  - Their attention to detail will be exemplary, with demonstrated competency in process development. They will be experienced in, and able to confidently and competently work with, CRM tools.
  - While it would be beneficial to have experience in the not-for-profit sector, a passion for connecting the public with conservation and nature is critical. The preferred candidate will appreciate the dynamics of a not-for-profit organisation with limited resources and community needs, so is willing to roll up their sleeves and do whatever it takes. A full driver's licence is required.
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- **Personal Attributes**
  - Team player - Effectively self-manage and still integrate well as a team player.
  - Demonstrate a sensitivity, respect and understanding of the cultural and historical significance of the area.
  - Take personal responsibility and be accountable.
  - Personal presentation to a high professional standard.
  - Excellent administration and computer skills.
  - Excellent verbal communication skills.
  - Positive, can-do attitude, energetic and results driven.
  - A forward thinker and multi-tasker.
  - Able to work weekends and Public Holidays

*Current: December 2025*