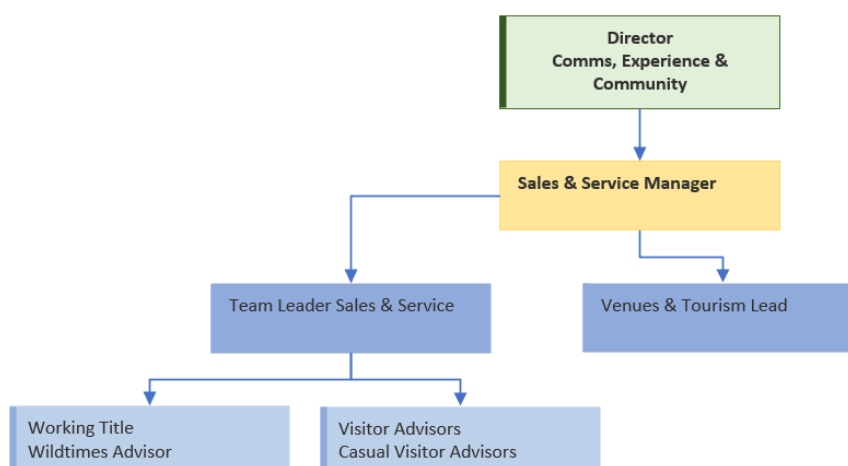


| POSITION DESCRIPTION | |
|--------------------------|---|
| Job Title: | Visitor Advisor – Wild Times |
| Status: | Permanent Full Time Monday to Friday (including these as public holidays) |
| Reports To: | Team Leader Sales and Service |
| Direct Reports: | Nil |
| Position Purpose: | <p>The purpose of this role is to provide a professional and high-level sales and service experience to our visitors, before, during and after their visit to the Zoo.</p> <p>This done through Zoo visitor enquiries and bookings in-person, on the phone and on email and is responsible for administration tasks associated with these bookings and visitor enquiries.</p> <p>The role manages the online sales and support for Zoo products and services.</p> <p>The role will also assist with venues and in the retail store if required.</p> |
| Date: | May 2025 |

Organisational Context:



Important Functional Relationships:

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

Key Result Areas:

The position of Visitor Advisor Wild-Times encompasses the following functions or Key Result Areas:

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

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

| Jobholder is accountable for |
|--|
| <p>1 Bookings</p> <ul style="list-style-type: none"> <input type="checkbox"/> Responding in a timely and professional manner to all bookings and visitor queries via phone, email or website. This includes but is not limited, visitors wishing to purchase Close Encounters, Zoo Crew and Premium memberships, School Holiday Programmes, Sleepovers, School visits, and community groups. <input type="checkbox"/> 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. <input type="checkbox"/> Co-ordinating with the Learning and Sleepover Teams to manage School Holiday and Sleepover programme bookings, ensuring teams are informed and well-prepared with all necessary details. This includes processing bookings, tracking attendance, and managing payments in a timely and accurate way. Consulting, where appropriate, with service providers such as, cleaners, hire companies, transportation firms and other booking offices. <input type="checkbox"/> Co-ordinating the payment process to ensure all bookings are paid on time. <input type="checkbox"/> Ensure seamless, professional and friendly visitor service across these and any other sales and service touchpoints. |
| <p>2 Visitor Service</p> <ul style="list-style-type: none"> <input type="checkbox"/> Welcoming visitors, providing information and handling enquiries to ensure visitors have a friendly and enjoyable experience. <input type="checkbox"/> Gathering feedback from visitors on their expectations and satisfaction with Zoo close encounters and operations and acting on this where appropriate. <input type="checkbox"/> Identifying, resolving, and escalating any visitor issues or complaints. <input type="checkbox"/> Greeting and briefing venue and experience guests in a friendly, professional manner. <input type="checkbox"/> Setting standards of excellence in visitor service |
| <p>3 Online Retail</p> <ul style="list-style-type: none"> <input type="checkbox"/> Monitoring the Zoo's online retail store to ensure a smooth and professional shopping experience, including responding to customer queries and troubleshooting order issues as needed. <input type="checkbox"/> Processing and co-ordinating all online orders in a timely and accurate manner, including packaging, dispatch, and communication with customers regarding delivery and tracking. <input type="checkbox"/> Maintaining and updating the online shop's product listings, including uploading new items, editing existing content, and adjusting offerings to reflect seasonal ranges, stock levels, and promotional activity. |
| <p>4 Administration and Data Entry</p> <ul style="list-style-type: none"> <input type="checkbox"/> Co-ordinating inward and outward telephone calls, emails, letters and online queries. <input type="checkbox"/> Maintaining an excellent knowledge of Salesforce CRM and booking systems and their standard operating procedures <input type="checkbox"/> Maintaining the Wellington Zoo CRM and booking system with accurate and up-to-date information. <input type="checkbox"/> 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. <input type="checkbox"/> Supporting the Sales and Service Manager and Sales & Service Team Leader with regular and ad-hoc report requests <input type="checkbox"/> Providing a professional radio base for all Zoo staff. <input type="checkbox"/> Providing information to the Finance Team for the preparation of invoices. <input type="checkbox"/> Ad hoc administration for donations through Point of Sales (POS) |

| |
|---|
| 5 Sales <ul style="list-style-type: none"> <input type="checkbox"/> Sale of relevant visitor entry ticket/s, via phone, email or in person. <input type="checkbox"/> Maintaining an excellent knowledge of all Zoo products. <input type="checkbox"/> Ability to recognise and apply cross-selling and/or up-selling of Zoo products where appropriate to visitors. <input type="checkbox"/> Make proactive outbound sales calls to prospective customers for Zoo products, particularly sleepovers. <input type="checkbox"/> Proactively participate in on-site promotions and sales of Zoo products. <input type="checkbox"/> Ensure cash handling procedures are followed as per documented policy. <input type="checkbox"/> Accurate and efficient Point-of-Sale transactions and till operations. <input type="checkbox"/> Responsibility for daily cash-up at close of business. <input type="checkbox"/> Responsibility for banking and till float reconciliation, change float replenishment orders. |
| 6 Teamwork <ul style="list-style-type: none"> <input type="checkbox"/> Venues support as required with emails when Venues and Tourism Lead is absent, and when directed by Manager or Team Leader. <input type="checkbox"/> Support the targeted sales expectations for the full team. <input type="checkbox"/> Participate in the annual stock take. |
| 7 Health and Safety, and Sustainability <ul style="list-style-type: none"> <input type="checkbox"/> Organising health & safety briefings, security and first aid etc. as required for meetings and functions guests in the Zoo venues. <input type="checkbox"/> Ensuring any hazardous conditions, near misses, injuries and accidents are reported immediately to your manager. <input type="checkbox"/> Participating in meetings, training and other health and safety activities. <input type="checkbox"/> Informing the Health & Safety Reps (HSR) about any areas of concern. <input type="checkbox"/> 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. <input type="checkbox"/> Proactively contributing to a culture committed to the health and safety of our staff and visitors. <input type="checkbox"/> Commitment to and delivery of the Zoo's sustainability strategy and initiatives. <input type="checkbox"/> Ensuring responsibility for reduction of emissions in line with the Zoo's carbon zero targets. <input type="checkbox"/> 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:

Essential

- ☐ Passionate about and able to deliver excellent customer service.
- ☐ Successful background and demonstrated experience working in an administration environment.
- ☐ Effective oral and written communication skills Confident communicating with a wide variety of people and handling all types of enquires whether by email, letter, telephone and online.
- ☐ Good computer and keyboard skills, with working knowledge/experience in Email, MS Word, MS Excel, and general office applications.
- ☐ Well organised and experienced planner; detail orientated.
- ☐ Able to manage multiple priorities while working to different deadlines.
- ☐ Able to work in database systems (or willing to learn).
- ☐ Can work effectively both autonomously as well as in a team environment.

Desirable

- ☐ Experience in a bookings / reservation environment.
- ☐ Experience in a sales environment and comfortable with proactive sales
- ☐ Experience with Salesforce or similar CRM, or willingness to learn

Other

- ☐ Able to be available on Public Holidays that fall on Mondays and Fridays.