

# Role profile



**Job title:** Visitor Operations Manager (Highland Wildlife Park)

**Reports to:** Head of Visitor Operations and Commercial Revenue

**Date prepared:** January 2026

## Purpose

Manage the visitor operations and day to day commercial functions at Highland Wildlife Park, including admissions, duty management, visitor operations contractor management, events and experiences.

Deliver a safe, inclusive, five-star visitor experience, maximise income, profitability and operational efficiency and achieve agreed targets.

Co-ordinates park activities, including management meetings, ensuring cross-functional working.

Support the strategic goals of RZSS, position our parks as world-class visitor destinations and strengthen our reputation as a global leader in conservation, science and community engagement.

## Scope

- Based at Highland Wildlife Park, receiving approximately 140k visitors annually
- Manage the visitor operations teams, with responsibility for all day-to-day aspects of visitor operations
- Line manage visitor operations team leader and duty managers, with indirect management of visitor assistants, caretakers, drivers and other visitor operations roles as required
- Manage and oversee income of approximately £2.5m per annum, with expenditure of approximately £500k per annum
- Achieve agreed financial targets, including admissions donations, Gift Aid and membership income, events sales income
- Oversee third-party visitor operations contractors at Highland Wildlife Park (e.g. cleaning and catering)
- Support the delivery of events and experiences at Highland Wildlife Park
- Works with the Head of Visitor Operations and Commercial Revenue to develop and deliver the RZSS customer service training programme
- Ensure the highest standards of visitor safety, accessibility and customer service

- Co-ordinate park activities, including management meetings, ensuring cross-functional working
- Engage directly with visitors to gather real-time feedback and contribute to continuous improvement initiatives
- Oversee the process for responding to visitor complaints and respond as required
- Ensure staff are trained to respond to visitor-related major incidents
- Responsible for the safeguarding of cash and use of ePOS system on site
- Act as a duty manager and support with First Aid and Safeguarding incidents

## Responsibilities

### Strategic and Business Development

- Support the delivery of the commercial and visitor operations strategy aligned with RZSS' mission and long-term goals
- Implement commercial and operational plans and monitor against agreed KPIs
- Achieve agreed financial targets, including admissions donations, Gift Aid and membership income
- Identify and assess opportunities for growth, including capital investment projects
- Monitor market trends and competitor activity to inform innovation and growth

### Operational Excellence

- Manage daily visitor operations and commercial functions, ensuring smooth, safe and efficient delivery including opening and closing the site to visitors
- Oversee visitor operations contractors, ensuring compliance and value and reporting performance to the contract managers and head of visitor operations and commercial revenue
- Ensure robust health and safety standards and statutory compliance in all aspects of the visitor experience
- Support the development of major incident response plans and staff training, including external risks such as terrorism, liaising with teams across RZSS
- Manage the visitor operations response to major incidents, such as, site evacuations
- Ensure staff are trained to respond to visitor-related major incidents
- Inspect sites to improve the visitor experience, report on issues, take required actions and make recommendations to senior colleagues where required
- Manage, support and deliver events and experiences at Highland Wildlife Park, taking direction and/or support from the events and experience team
- Liaise with colleagues to ensure relevant departments are informed of the potential impact of activities on site on the visitor experience or other operational areas
- Ensure financial integrity through effective systems for stock, cash and transactions
- Ensure compliance with data regulations including GDPR for all aspects of visitor operations
- Act as a duty manager as required, overseeing daily visitor operations and event delivery
- Co-ordinate park activities, including management meetings, ensuring cross-functional working

### Visitor Experience and Innovation

- Embed a five-star customer service culture across the visitor and commercial functions

- Manage and record the handling and resolution of visitor complaints with empathy and professionalism, evaluating opportunities to improve our customer service
- Deliver accredited customer service training for staff and contractors
- Develop new experiences and products to enhance engagement and drive revenue

### People Management and Stakeholder Engagement

- Develop and manage high-performing teams
- Represent RZSS at sector forums (e.g., CBP, ASVA, ACE)
- Champion diversity, equity and inclusion across all functions
- Build strong relationships with internal and external stakeholders

### Personal Development

- Ensure compliance with RZSS's policies, procedures and guidelines, together with all relevant regulatory and statutory requirements
- Engage with the RZSS appraisal system, demonstrating commitment to our values and your continuous personal development
- Carry out other reasonable tasks in line with organisational needs

## Knowledge, skills and experience

Knowledge	Essential	Desirable
Degree-level education or equivalent professional experience	✓	
Deep understanding of the visitor attraction and retail sectors	✓	
Understanding of health and safety, diversity, inclusion and compliance (training can be provided)	✓	
Major incident management (training can be provided)	✓	
Understanding of catering seasonal fluctuations and food safety, licensing, allergen and wider statutory compliance	✓	
Understanding of retail seasonal fluctuations, sales, merchandising and buying	✓	
First Aid qualification (can be provided)	✓	
Data regulations including GDPR (training can be provided)	✓	
Full driving licence	✓	
Train the trainer qualification or equivalent practical training (can be provided)		✓

Skills	Essential	Desirable
Budgeting and financial analysis	✓	
Stakeholder engagement and relationship building	✓	
Customer engagement and empathetic communication	✓	
Reporting against key performance indicators (KPIs)	✓	
IT proficient (e.g. Microsoft suite)	✓	
Project management skills		✓

Experience	Essential	Desirable
Management in a customer-facing or visitor attraction environment	✓	
Duty management (ideally within a visitor attraction)	✓	
Experience managing within a catering environment		✓

## Behavioural competencies

Competency	Level	Essential	Desirable
Planning and Organising	Plan ahead, organise your work and take into account the potential for change	✓	
Finding Solutions	Use initiative to resolve problems and find solutions	✓	
Delivering Services and Experience	Support the development of a high-performance culture across teams	✓	
Understanding Others	Listen to and understand the needs of colleagues and visitors	✓	

Communicating	Communicate constructively to build good relations with colleagues	✓	
Gathering Information	Gather and manage information to deliver a five-star customer service	✓	

## Role dimensions

### Planning and Organising

- Oversees operational and commercial planning and budgets for Highland Wildlife Park, reporting to senior colleagues
- Responsible for the day-to-day management of a medium sized team
- Operates with a reasonable degree of autonomy while aligning with organisational priorities and reporting to senior colleagues
- Responsible for workforce planning and recruitment
- Monitors and reports on income and expenditure against agreed targets

### Communication and Relationships

- Supports the development of a cohesive team which understands their role in delivering organizational goals
- Builds and maintains strong relationships with operational teams across Highland Wildlife Park
- Enables cross-functional collaboration to improve efficiency and service delivery
- Communicates operational updates clearly across departments
- Proactively engages with the third-party cleaning contractor, ensuring service levels are met and providing feedback on performance
- Proactively engages with visitors to gather real-time feedback

### Problem Solving and Decision Making

- Makes day-to-day operational and commercial decisions for Highland Wildlife Park within agreed parameters
- Responds effectively to emergencies, site incidents and unplanned events
- Evaluates visitor feedback and complaints, highlighting areas for improvement, implementing changes and making recommendations to senior colleagues
- Applies critical thinking to resolve challenges and identify opportunities
- Scans the external environment to identify opportunities and risks, contributing to future planning and business resilience
- Exercises sound judgement as duty manager, including major incident management
- Has authority for staffing, site closures (in conjunction with colleagues) and disciplinary actions

## Other information

**I have discussed and agreed this updated role profile with my manager**

Name:	
Signature:	
Date:	