

# Role profile

Job title: Retail Sales Assistant

Reports to: Retail Team Leader

Date prepared: November 2021

## Purpose

Providing a first-class sales and customer service experience to all visitors to RZSS Edinburgh Zoo / RZSS Highland Wildlife Park to maximise retail income by providing information and assistance and ensuring an environment that is engaging and well maintained.

## Scope

- Working across one site (RZSS Edinburgh Zoo / Highland Wildlife Park)
- To assist with retail operations by providing first-class sales and service experience to visitor, achieving targets set by Team Leaders, such as upselling to maximise sales potential

## Responsibilities

- To act as a public facing representative of RZSS in accordance with the Society's core values.
- Provide first-class customer service by maintaining a positive, welcoming environment, proactive and helpful attitude to all visitors always, meeting or exceeding our Customer Service Standards.
- Operate retail systems efficiently and effectively to both sell and upsell products.
- Ensure all front of house areas and other RZSS retail outlets are maintained to the highest standard, ensuring stocks are regularly replenished, all areas are clean and clear, all products are displayed and merchandised as directed.
- To assist with the receipt of goods procedures in accordance with company instructions.
- Operate the tills efficiently and assist with the counting and recording of monies to agreed standards.
- Assist with the security of all stock, including the safe keeping of keys as required.
- To undertake stocktaking duties as required.
- To help maintain effective store security through vigilance, reporting any suspected incidents to management
- Building on previous experience, share ideas and suggestions to increase revenue and minimise the retail function's impact on the environment.
- Respond to unexpected situations (minor customer complaint) in a professional manner and seek advice and support from your line manager when required. Ensure you keep up to date with RZSS and site-specific news and information by checking e mail, notice boards, team briefs and information displayed in the staff room, to answer visitor enquiries effectively (animal news).
- Ensure compliance with RZSS's policies, procedures, and guidelines, together with all relevant regulatory and statutory requirements.
- Engage with the Society's appraisal system, and demonstrate commitment to our values, behaviours and your continuous personal development.

- Occasionally provide assistance in other operational areas including events, car parking and driving visitor passenger vehicles.
- Perform other reasonable duties and projects for RZSS as directed by your Manager.

## Knowledge, skills and experience

| Knowledge                                                                                 | Essential | Desirable |
|-------------------------------------------------------------------------------------------|-----------|-----------|
| Good achievement in standard grades (or equivalent), including English and Mathematics.   | ✓         |           |
| Valid Driving License                                                                     |           | ✓         |
| Skills                                                                                    | Essential | Desirable |
| Accurate numerical reasoning skills and attention to detail.                              | ✓         |           |
| Engaging customers empathetically to sell and upsell our products.                        | ✓         |           |
| Use of electronic booking systems.                                                        |           | ✓         |
| Use of electronic cash till.                                                              | ✓         |           |
| Merchandising and display promotion skills.                                               |           | ✓         |
| Experience                                                                                | Essential | Desirable |
| Providing first-class customer care and service, including dealing with customer queries. | ✓         |           |
| Previous work in a range of retail activities.                                            | ✓         |           |
| Working within a visitor attraction environment.                                          |           | ✓         |
|                                                                                           |           |           |

## Behavioural competencies

| Competency                       | Level                                                                                                    | Essential | Desirable |
|----------------------------------|----------------------------------------------------------------------------------------------------------|-----------|-----------|
| Planning & Organising            | Plan ahead, organise your work, take into account the potential for change.                              | ✓         |           |
| Finding Solutions                | Use your initiative to resolve problems and find solutions within your work.                             | ✓         |           |
| Delivering Services & Experience | Perform your role to the best of your ability with enthusiasm and a positive approach.                   | ✓         |           |
| Understanding Others             | Listen to and understand the needs of colleagues and stakeholders.                                       | ✓         |           |
| Communicating                    | Comfortable initiating dialogue with people; communicate with care to ensure your message is understood. | ✓         |           |
| Embrace Change                   | Take the initiative to make improvements to the way you do your role.                                    | ✓         |           |
| Gathering Information            | Gather and analyse information relevant to the tasks in your role.                                       | ✓         |           |

## Role dimensions

### Planning and Organising

- Be punctual and ready for work at the allocated start time.
- Work is allocated by Team Leader on day-to-day basis with clearly defined priorities and deadlines, e.g. allocating designated area and achieving targets such as gift aid, donation, upselling
- Responsible for making sure own allocated area is well maintained/stocked (and replenished) ready for opening to visitors each day.
- Responsible for planning/organising insofar as queue control and ensuring admin desk queries are responded to promptly and alert Team Leader when assistance required.
- Follows established processes and procedures, with little room for deviation.

## Communication and relationships

- Effectively communicate with your line manager to ensure your work days are rostered on correctly and any holidays taken are relayed in advance and about your job development.
- Have a good working relationship with colleagues and work as a team to ensure best possible visitor experience
- Communicate effectively with all internal and external customers, adjusting conversation to suit the customer's needs and be a friendly point of information for visitors, e.g. first-class customer care
- Communicate effectively with other departments around the park, including over the radio, e.g. lost children, first aid, keeper experiences.

## Problem-solving and decision making

- Deal with a variety of visitors to the park, e.g. assist visitors with attraction queries or initial complaints (booking problems/queries)
- Act as a witness to the cash up process and assist with cash up procedure
- Seek advice for line manager/duty manager if needed for unexpected problems and difficult issues
- No autonomy or decision making required.
- Works within clearly defined processes and direct supervision

## Other information

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

Name:

Signature:

Date: