

# Role profile

**Job title:** Visitor Operations Driver

**Reports to:** Duty Manager

**Date prepared:** Apr 2026

## Purpose

To undertake driving operations at Edinburgh Zoo, including the driving of the RZSS land train, accessibility vehicles and performing drivers' maintenance checks, fuelling, and assisting with route planning.

Provide a five-star visitor experience for all visitors to Edinburgh Zoo, providing relevant information in a warm and engaging manner.

## Scope

- Works across one site (RZSS Edinburgh Zoo).
- Drives the visitor operations vehicles including the land train and accessibility vehicles for visitors and guests.
- Provide a five-star visitor experience, with visitor numbers of approximately 600k per annum
- Engage proactively with visitors to gather real-time feedback, promote sales opportunities (e.g. membership and events) and contribute to the continuous improvement of the visitor experience
- Performs maintenance checks and cleaning of vehicles

## Responsibilities

### Operational Excellence

- Ensure all vehicles are maintained to the highest standard, with necessary checks carried out and that vehicles are presentable and operationally ready
- Operate ticketing systems, electronic hand-held devices, and processing contactless payments
- Follow data regulations including GDPR

### Visitor Experience and Innovation

- Provide a five-star visitor experience, ensuring visitors receive a personal and knowledgeable service on site
- Use sales training and your initiative to grow income through membership and other opportunities, ensuring every visitor has an opportunity to support our mission
- Respond to visitor feedback with empathy, resolve issues within guidelines and make recommendations to senior colleagues where required to enhance the visitor experience

- Assist in other areas of the visitor operations team when required, e.g. admissions, retail and events
- Assist and support Duty Managers in incident management e.g. animal escapes, first aids, security procedures

### People Development

- Assist with the induction of newly appointed drivers, acting as a mentor
- Champion diversity, equality and inclusion

### Personal Development

- Ensuring compliance with RZSS 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
Full current driving licence	√	
Good standard of written and spoken English	√	
D1 minibus driver licence category		√

Skills	Essential	Desirable
Ability to identify and solve problems for example, route changes / weather etc.	√	
Ability to keep accurate records for example, driving hours, mileage, fuel use and expenditure	√	
Competence in first aid procedures, ensuring quick and appropriate action in case of emergencies.		√

Experience	Essential	Desirable
Able to adapt quickly to changing operational needs, including changing duties, routes, or locations as required	√	

Proven track record in identifying bus maintenance requirements and keeping up to date with relevant legislation		√
Experience of basic maintenance and working understanding of bus mechanics		√

## Behavioural competencies

Competency	Level	Essential	Desirable
Planning and Organising	Plan ahead, organise your work, take into account the potential for change.	√	
Delivering Services and 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.	√	
Projecting Confidence	Act in a way which projects personal credibility, inspires trust and helps you share your knowledge and experience.	√	
Influencing	Influence outcomes in your role by choosing effective behaviours.	√	
Embracing 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 daily by the line manager with clearly defined priorities and deadlines
- Ensure their allocated vehicle is checked and well maintained
- Follow established processes and procedures, with little room for deviation

## Communication and relationships

- Work closely with staff team to provide appropriate visitor transport service in line with needs on any given day.
- Deliver a first-class visitor service and know when to adapt style as appropriate
- Effectively communicate with your line manager to ensure workdays are rostered correctly
- Ensure visitor queries are responded to promptly and request assistance where required
- Work as a team to ensure the best possible visitor experience
- Communicate effectively with other teams around the park, e.g., lost children and first aid
- Share knowledge and ideas with peers and senior colleagues to improve the visitor experience

## Problem-solving and decision making

- Ability to identify and solve problems, for example, route changes / weather etc.
- Ability to keep accurate records for example, driving hours, mileage, fuel use and expenditure
- Assist visitors with issues, complaints and accessibility needs
- Use initiative to respond to customer enquiries, judging the most appropriate method and escalating to senior colleagues where required
- Cash management, train ticket management

## Other information

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

Name:

Signature:

Date: