



# JOB DESCRIPTION

## VISITOR SERVICES ASSISTANT

<b>Location:</b>	Wildwood Escot, EX11 1LU
<b>Department:</b>	Visitor Services
<b>Job title:</b>	Membership Recruiter/Visitor Services Assistant
<b>Function:</b>	Recruit members and customer service
<b>Reporting to:</b>	Visitor Services Manager
<b>Hours of work:</b>	

## WILDWOOD

Wildwood Trust is a unique British charity, dedicated to rewilding Britain through the restoration of wild habitats and reintroduction of extinct species. Wildwood became a Charity in 2002 and now works solely for wildlife conservation and public education. In 2015 Wildwood Trust took over the running of the animal park at Escot, near Ottery St Mary.

### Our Mission:

#### **Protecting, Conserving & Rewilding British Wildlife**

### Our Vision:

1. To bring the joy of British wildlife to the public through enriched and natural, immersive animal exhibits and effective engagement with our visitors and members.
2. To inspire through education, communication and training the understanding and practical conservation of British wildlife.
3. To operate commercially successful visitor centres that generate funds to support the charitable mission.
4. To lead in native species conservation and rewilding programmes.
5. To reverse the loss of biodiversity.
6. To support research that furthers our mission.
7. To advocate for policies, economic systems and lifestyles that promote rewilding and the enhancement of ecosystems.

### Our Values:

Our Values set out how we work with each other inside the trust and with those outside the trust.

1. We are passionate about British Wildlife and its protection.
2. We inspire people to care about and to feel connected to the natural world and to understand its history and its practical conservation.
3. We value our employees and volunteers and nurture their development and wellbeing.
4. We value professional partnerships and collaborations to achieve our mission.
5. We strive to engage with every visitor to Wildwood and encourage their support of the mission.
6. We are ambitious in our plans to make a positive, measurable difference to British Wildlife.

## **VISITOR SERVICES ASSISTANT- OVERVIEW**

The Visitor Service Department is crucial for the charity to achieve its mission, vision and objectives. Membership and gift aid recruitment is imperative for the success of the charity, and in turn for the success of the role holder. As a membership organisation, Wildwood Escot depends on the visitor services team to recruit and retain members and obtain gift aid declarations. The post holder must effectively and actively engage visitors and recruit members by their passion for wildlife and their knowledge of the products, services and facilities we offer.

Customer service is of the highest priority in this role. The Visitor Services team are the 'faces of Wildwood' – they are usually the initial people visitors have contact with and first impressions count. It is essential the role holder represents Wildwood Escot professionally, enthusiastically and with a helpful manner.

The post holder contributes to the charity's aims by:

- providing exemplary customer service to all members, visitors, guests and donors
- meeting and exceeding targets for membership recruitment and obtaining gift aid declarations
- ensuring all other visitor services task are carried out to a high standard

### **Main Duties and Responsibilities**

The following areas detail the specific tasks and responsibilities of the role holder:

#### **Membership and Gift Aid Recruitment**

- The role holder is required to actively promote membership and drive membership recruitment in the admission kiosk, and throughout the park, by effective persuasion techniques which clearly deliver messages about Wildwood Trust as a conservation charity and which outline the benefits of membership appropriate to individual customers. It is essential that membership is efficiently and effectively explained and promoted to every visitor to Wildwood Escot on initial entry to the park. This requires hard-selling techniques: objections from visitors to joining the membership scheme must be countered and addressed confidently, positively and

convincingly. If visitors still choose not to take out membership initially, the secondary scheme must be suggested.

- Following up conversations with visitors about membership when they are exiting the park, or via membership stations inside the park, is essential.
- Acquiring gift aid declarations is another fundamental requirement from the role holder. Every paying visitor must be asked to complete a gift aid declaration; if they are reluctant to do so, following up with explanations about gift aid and the importance of it to charities and challenging any objections (unless the visitor is not eligible to gift aid) is crucial.
- Targets are set for membership and gift aid recruitment, on an individual and team level.

### **Customer Care**

- Create a warm, friendly, welcoming environment for all visitors to the park.
- Provide exemplary customer care to all stakeholders of the charity, in particular: visitors, members, educational groups and potential customers.
- Build strong rapport with returning visitors and members.
- Provide clear, appropriate information to visitors to enable them to have an enjoyable experience at Wildwood Escot, including information on special events, feeding times, news about animal births and any interesting occurrences.
- Regularly communicate with the keeper and education team, and other relevant staff to remain informed about daily activities, events or animal talks.
- Ensure a prompt and polite response to all enquiries and correspondence through the variety of mediums, including email, telephone, face to face and letter.
- Answer the telephone and direct calls to appropriate staff, or taking accurate messages and communicating these to appropriate staff.
- Check and respond appropriately to email enquiries.
- Keep accurate records of discussions or correspondence with customers and communicate these to the manager.
- Handle customer complaints where appropriate and report these when necessary to the manager.

### **Retail Services:**

- Contribute to the smooth running of a busy visitor reception and shop.
- Till use and cashing up.
- Serving visitors entering the park.
- Promoting and selling shop stock to customers.
- Promoting and selling adoption packages to customers.
- Promoting, selling and taking bookings for events and activities across different departments.
- Maintaining a high standard of cleanliness and presentation of the shop, entrance area and surroundings.
- The park and shop entrances must be opened and closed on time.
- Ensuring shop stock is replaced, tidy and displayed to maximise sales.
- Receiving, checking off, pricing up and putting out shop stock deliveries.

### **Administration**

The post-holder will need to ensure the accurate administration of a variety of tasks including but not limited to:

- Membership and gift aid forms are filled in fully and legibly at the time of completion.
- Accurately enter gift aid forms onto the database.
- Record working hours accurately on timesheets.
- Ensuring cashing up forms are completed fully and correctly. Report any discrepancies to the manager promptly.
- Ensuring animal adoption processes are followed.
- Assist in coordinating birthday party bookings.
  
- Invoice request forms are completed accurately and filed in the correct place.
- Complete daily figures spreadsheets accurately and report any issues promptly to the manager.
- General computer duties using a variety of Microsoft Office programmes and other IT systems.

**Health and Safety:**

The post holder must:

- Familiarise themselves with emergency evacuation procedures and keep up to date with any changes.
- Maintain a well-ordered working environment.
- Ensure emergency exits are clear at all times and that safety equipment is accessible – reporting damage to the manager.
- Take responsibility for your own health and safety and that of others whilst going about your work.
- Follow health and safety instructions, risk assessments and safe systems of work.