



Retail Assistant Job Description

As a Retail Guest Experience Assistant at Call of the Wild Zoo, you will play a vital role in ensuring our visitors have an exceptional and memorable experience. Your role will involve working across multiple areas, including the shop, administrative tasks, and the soft play area, while providing outstanding customer service and promoting the zoo's offerings, including annual memberships. We are looking for a proactive, enthusiastic individual passionate about engaging with guests and supporting our mission of conservation, education, and fun.

Key Responsibilities:

Guest Engagement and Promotion:

Welcome guests upon arrival and provide information about exhibits, events, and activities.
Actively promote the benefits of annual memberships, events, and conservation programs.
Seek out opportunities to enhance the guest experience and encourage deeper engagement with the zoo's mission.

Shop Operations: Assist with the daily operation of the zoo's retail shop, including stocking up, merchandising, and providing excellent customer service.

Operate the point-of-sale system for purchases and provide accurate information about products.

Support the promotion of zoo-branded merchandise and encourage sales to benefit conservation efforts.

Administrative Tasks: Handle customer inquiries via phone, email, or in person, and assist with booking tickets or events.

Manage administrative duties such as record-keeping, membership renewals, and processing payments.
Coordinate with other departments to ensure a seamless experience for guests and groups.

Soft Play Area Supervision:

Oversee the soft play area to ensure children are playing safely and that the space is well-maintained.
Interact with families to provide a welcoming and fun environment.

Conduct routine checks to ensure the cleanliness and functionality of the play area.

Educational Support: Provide guests with basic information about animals, exhibits, and conservation efforts.

Encourage participation in tours, animal encounters, and other educational programs.

Safety and Cleanliness:

Monitor guest activity throughout the zoo to ensure safety guidelines are followed.

Support the cleanliness of public spaces, assisting with tidying and reporting any maintenance issues.

Respond quickly to any incidents or emergencies in accordance with zoo policies.

Qualifications

Previous experience in customer service, retail, or education roles is an asset.

Enthusiastic, proactive approach to guest engagement and sales promotion.

Excellent communication, organisation, and interpersonal skills.

Ability to multitask and work across diverse areas with flexibility.

Willingness to work weekends and bank holidays

Preferred Skills:

Experience with retail systems and basic administrative tasks. Customer service skills and experience.

What We Offer:

A dynamic and rewarding work environment.

Training in zoo operations, wildlife conservation, and customer engagement.

Opportunities to develop skills in retail, administration, and guest experience.

Job Types: Full-time, Part-time

Salary: Minimum wage (dependant on age & experience)