

CALL ^{OF} THE WILD ZOO

**GUEST EXPERIENCE
ASSISTANT**

ADMINISTRATIVE/ RETAIL/ GUEST EXPERIENCE



www.callofthewildzoo.co.uk

SPECIES
360 

Job Title: Guest Experience Assistant

Company: *Call of the Wild Zoo*

Location: *Call of the Wild Zoo, Wickford Road, South Woodham Ferrers, Chelmsford, Essex, CM3 5QZ.*

Job Type: Full-time

About Us:

Call of the Wild Zoo, based in the heart of South Woodham Ferrers near Chelmsford, proves itself as a testament to a family's passion for wildlife and conservation. Founded in 2021 at the former much loved family attraction Tropical Wings Zoo, this venture was started to reopen the attraction, bringing in new animals, focusing on conservation and welfare initiatives and offering excellent guest experience.

Officially opening its doors in 2022, Call of the Wild Zoo quickly established itself as a haven for nature enthusiasts and families alike. The zoo's diverse collection boasts a captivating array of species, each playing a vital role in education, conservation, and guest experience. Our animals include the playful Colobus monkeys to the majestic crocodiles, endearing meerkats, elegant flamingos, and the graceful presence of zebras, the zoo is a vibrant mosaic of life.

What sets Call of the Wild Zoo apart is its unwavering dedication to fostering a deeper understanding of conservation and wildlife preservation. This commitment extends beyond providing a home for these incredible animals; it's about nurturing an environment where visitors can connect with nature on a profound level.

As a family-run business, the zoo embodies warmth and hospitality. Every visitor is welcomed with open arms and invited to embark on a journey of discovery through interactive exhibits, educational talks, and hands-on experiences curated to inspire and educate.

The rapid development of the zoo stands as a testament to its ambition. With each passing day, Call of the Wild Zoo is driven by a vision to stand among the premier visitor attractions in the UK. The team's dedication to continuous improvement and innovation is reflected in every aspect of the zoo's operations.

From its humble beginnings rooted in love for wildlife to its current stature as a thriving hub of biodiversity, Call of the Wild Zoo is more than just a sanctuary for animals; it's a place where connections are forged, knowledge is shared, and a profound respect for nature is cultivated.

With a relentless pursuit of excellence, Call of the Wild Zoo continues to evolve, inviting visitors to join in the adventure of discovery, conservation, and appreciation for the wonders of the natural world.

Role Overview:

We are seeking a proactive and customer-focused Guest Experience Assistant to join our dynamic team. The ideal candidate will play a pivotal role in enhancing visitor satisfaction by providing exceptional administrative, retail, and guest experience support within our zoo.

Responsibilities:

- **Guest Engagement:** Interact warmly and knowledgeably with visitors, providing information about exhibits, animal species, and park facilities to enhance their experience.
- Follow KPIs set by line manager to meet objectives of sales targets.
- Providing comprehensive administrative support and assistance to executives or managers, ensuring smooth operations and effective communication within the organization internal and externally.
- **Retail Operations:** Assist in the operation of retail spaces, including handling transactions, restocking inventory, and ensuring a clean and inviting shopping environment.
- **Administrative Support:** Aid in administrative tasks such as answering phone inquiries, managing email correspondence, and assisting with scheduling and reservations.
- **Event Assistance:** Support the coordination and execution of zoo events, including setup, guest assistance, and post-event clean-up.
- **Maintain Cleanliness:** Contribute to the maintenance of a tidy and well-presented zoo environment, ensuring cleanliness in guest areas and supporting waste management efforts.
- **Safety Compliance:** Adhere to safety protocols, assisting guests in emergency situations and promoting a safe and enjoyable environment for all visitors.

Requirements:

- Proven experience in a customer service-oriented role, preferably within a zoo, retail, or hospitality environment.
- Attention to detail is important, tracking trends, creating reports, and understanding the needs of the business to drive new and potential business.
- Strong communication skills and a friendly, approachable demeanour when interacting with guests of diverse backgrounds.
- Ability to multitask efficiently, handle cash transactions, and maintain attention to detail in administrative tasks.
- Flexibility in working hours, including weekends and bank holidays, based on the operational needs of the zoo.
- Passion for wildlife conservation and a commitment to delivering exceptional guest experiences.

Benefits:

- Competitive salary.
- Opportunities for professional growth and development within the organization and potential for progression as the business and zoo grows.
- Access to zoo facilities and educational resources.

Individuals Specification:

Retail:	<ul style="list-style-type: none">▪ Customer Service: Exceptional customer service skills, including active listening, empathy, and problem-solving, to address customer inquiries, complaints, and create a positive shopping experience.▪ Sales Techniques: Proficiency in sales strategies, upselling, and cross-selling techniques to increase revenue and meet sales targets.▪ Product Knowledge: In-depth knowledge about the products or services offered, understanding their features, benefits, and how they meet customer needs.▪ Communication Skills: Effective communication abilities, both verbal and written, to interact with customers, collaborate with team members, and convey information clearly and persuasively.▪ Inventory Management: Understanding inventory control, stock rotation, and maintaining adequate levels of merchandise to meet demand while minimizing losses due to overstocking or shortages.
Administrative Duties:	<ul style="list-style-type: none">▪ Scheduling and Calendar Management: Arranging appointments, meetings, and managing the schedule for executives or teams.▪ Correspondence Handling: Managing emails, letters, and phone calls, including drafting responses and ensuring timely communication.▪ Document Management: Organizing and maintaining files, records, and important documents, both physical and digital, for easy accessibility.▪ Data Entry and Record Keeping: Inputting, updating, and maintaining databases or systems with accurate and current information.▪ Office Organization and Support: Assisting with office logistics, such as ordering supplies, coordinating logistics for meetings/events, and providing general administrative support to ensure smooth day-to-day operations.
Business Awareness:	<ul style="list-style-type: none">▪ Market Analysis: The ability to understand market trends, customer behaviour and competitor strategies to make informed business decisions.▪ Financial Acumen: A strong grasp of financial concepts, including budgeting, profit margins, cash flow, and financial statements, enabling strategic planning and resource allocation.▪ Strategic Thinking: The capacity to think critically and develop long-term plans aligned with organizational goals, considering various factors such as market dynamics, risks, and opportunities.▪ Risk Management: Identifying potential risks or challenges that could impact the business and devising strategies to mitigate or navigate these risks effectively.▪ Industry Knowledge: Being well-versed in the industry's regulations, standards, emerging technologies, and key players to adapt strategies and stay competitive in the market.

Personal skills:

- **Analytical skills.**
- **Ability to absorb information, evaluate it and offer an appropriate and justified/reasonable response.**
- **Someone that can demonstrate and show that they have a commitment to the business and thrives on success and personal development.**
- **Good communication skills.**
- **Ability to effectively plan and organise themselves and others.**
- **Some managerial experience would be advantageous but not essential.**

At Call of the Wild Zoo, we value dedication, enthusiasm, and a passion for wildlife. If you're ready to be part of a team that thrives on providing unforgettable experiences for our guests while contributing to animal conservation efforts, we welcome your application!

To apply, please submit our application form to hr@callofthewildzoo.co.uk. If you would like further information, then please contact our general admin team via info@callofthewildzoo.co.uk.

