

Zoodoo Zoo

Position Description

Job Title: Guest Services Supervisor

Work Location: Café/Retail/Reception

Division/Department: Guest Experience

Reports to: General Manager Guest Experience

- ☐ Full-time
☐ Part-time

Organisational Structure:



Position Purpose:

The Guest Service Supervisor is responsible for the sales and service functions at Zoodoo Zoo and ensuring all Zoo visitors are welcomed to the Zoo and that they receive excellent levels of service.

The overarching financial driver for the role is to lead the sustainable generation of sales revenue for the Zoo. The role encompasses management of the Zoo's sales and service functions, including the main entrance, guest services, booking and promotion of experiential products, memberships, retail, café & catering, parties.

The Guest Service Supervisor will provide strong leadership for the Guest Services Team. Additionally, the Guest Service Supervisor will act as a champion for the commercial operations of the Zoo as a social enterprise.

As a 7-day operation, there is an expectation for weekend work in accordance with Award Amusement, Entertainment & Recreation.

Important Functional Relationships:

External

- ☐ Zoo visitors and guests
- ☐ External caterers
- ☐ Suppliers and reps
- ☐ Other relevant agencies, businesses and professionals

Internal

- ☐ Managing Director
- ☐ GM Management Team (GMT)
- ☐ Marketing & Events Officer
- ☐ All Zoo staff and volunteers

Key Result Areas:

The position of Guest Service & Sales Supervisor encompasses the following functions or Key Result Areas:

- ☐ Service Leadership
- ☐ Sales Leadership
- ☐ Teamwork
- ☐ Strategy, Planning, Policies & Procedure
- ☐ Communication & Liaison
- ☐ Retail, Admissions, Parties, Café – Food & Beverage, Kitchen
- ☐ Sustainability
- ☐ Health & Safety

The requirements in the above Key Result Areas are broadly identified below.

Essential Duties & Responsibilities:

Service Leadership

- ☐ Ensuring all Guest Service team members provide excellent customer service at the Zoo in person, on the phone, and in written communication.
- ☐ Setting standards of excellence in customer service for own team and champion these standards to all Zoo staff.
- ☐ Ensuring the Guest Service team staff members understand that excellent customer care is a crucial part of providing a great experience for all Zoo guests and clients.
- ☐ Resolving any escalated customer issues or complaints.
- ☐ Ensuring all Zoo staff members provide excellent service and support for event guests and organisers throughout their meeting or function.

Sales Leadership

- ☐ Driving Financial Success, through ongoing sales promotion in the Zoo and through other sales channels.
- ☐ Driving proactive sales activities for the team, including cross-selling, up-selling, on-site promotions, and outbound communication.
- ☐ Ensuring targeted sales expectations for the Zoo's suite of products and services are met.
- ☐ Maintain and manage daily bookings system (Roller, phone, email, face to face etc) and delivery of

product.

- ❑ Working with Marketing and Events Officer to develop and implement special promotions and events.

Teamwork

- ❑ Providing effective leadership to all members of the Guest Service team and actively contributing to the promotion and implementation of the Zoos strategy.
- ❑ Providing effective supervision, advice, support and assistance to Guest Service Team as well as peers and Senior Management.
- ❑ Sharing information, ideas and resources with Zoo team members.
- ❑ Sharing technical expertise and skills and representing Guest Service team across the Zoo through participating in relevant project teams.
- ❑ Working with other Zoo teams to deliver Zoo promotional events and products.

Strategy, Planning, Policies & Procedure

- ❑ Contributing to the planning and implementation of Zoo's strategies, policies, and culture.
- ❑ Contribute to development of, implementing and reviewing annual sales action plans for retail, catering, cafe, and Zoo products.
- ❑ Ensuring the effective ongoing development, implementation, and staff compliance with standard operating procedures, routines, and plans.
- ❑ Administration of section budgets under guidance of General Manager Guest Experience.
- ❑ Shared responsibility that weekly roster and leave requests are planned and managed effectively to meet the needs of the business.
- ❑ Always ensuring compliance with relevant governing bodies and zoo policies and procedures by self and team.
- ❑ Overseeing accurate record keeping in relation to visitor numbers, data entry for point of sale, and any other reports pertaining to sales and purchasing held within the team.

Communication & Liaison

- ❑ Responsibility for the provision of technical advice to the General Manager Guest Experience and GMT on customer service and sales.
- ❑ Ensure bookings are managed & communicated for operational requirements on daily basis across both Guest Experience and Zoo Operations Dept.
- ❑ Liaising with other managers to identify, develop and implement appropriate opportunities for the team.
- ❑ Participating in relevant customer research initiatives.
- ❑ Participating in relevant project teams and committees so that skills are fully utilised, and the Guest Service team is represented across the Zoo.

Retail& Cafe

- ❑ Driving retail and Cafe activities to meet targeted expectations for growth.
- ❑ Performing FOH shifts including regular weekend shifts and some public holidays.
- ❑ Ensuring policies and procedures on pricing and stock management is adhered to ensure appropriate profits and effective cash flow.
- ❑ Developing and maintaining a network of suppliers to ensure an ongoing supply of quality products at a competitive price.
- ❑ Investigating on an ongoing basis the availability of new suppliers and products ensuring competitive pricing.
- ❑ Investigating, on an ongoing basis, the procurement of local, sustainable, or fair-trade products for sale in the Zoo shop.
- ❑ Ensuring shop is well stocked with appropriate merchandise at all times to maximise retail sales particularly linked to zoo events and projects. Ensuring the merchandise and displays are always presented in an engaging, attractive, tidy, and clean manner.
- ❑ Ensuring cash handling procedures are strictly adhered to by staff as per documented policy.
- ❑ Ensuring daily banking reconciliation cash up and float are done accurately and that the "Cash Float"

is managed properly.

Sustainability

- ❑ Maintain an increasing focus on the procurement of environmentally and/or socially sustainable products for sale in the Zoo shop.
- ❑ Commitment to and delivery of the Zoo's sustainability strategy and initiatives.
- ❑ Driving a culture within the team committed to sustainability.

Health and Safety

- ❑ Ensuring staff receive adequate supervision, information, assistance and training to meet all health and safety responsibilities.
- ❑ Ensuring health and safety is raised regularly at team meetings.
- ❑ Ensuring the health and safety performance of the team is monitored and periodically reviewed.
- ❑ Promoting a culture committed to the health and safety of our staff, contractors, suppliers, and visitors.
- ❑ Ensuring the organization of health & safety briefings, security and first aid etc. as required, relating to Guest Service operations.
- ❑ Ensuring any hazardous conditions, near misses, injuries and accidents are reported immediately
- ❑ Participating in meetings, training and other health and safety activities.
- ❑ Informing the General Managers about any areas of concern.
- ❑ Meeting employee responsibilities and contributing to providing a safe working environment for visitors and fellow staff through following safe working instructions and adhering to all health and safety policies and procedures set down by Zoodoo Zoo.

Person Specification:

Essential

- ❑ Demonstrated experience in a customer service environment.
- ❑ Demonstrated experience in people management.
- ❑ Excellent communication skills – both oral and written
- ❑ Experience in retail and/or sales environment including online computerized sales platforms.
- ❑ Proven track record in leadership of sales team's experience with managing cash handling procedures and processes
- ❑ Demonstrated organization and time management ability.
- ❑ Demonstrated effective relationship management skills.
- ❑ Demonstrated experience in catering or kitchen operations and food sales.
- ❑ Ability to work weekends and public holidays.
- ❑ Possession of a working with vulnerable people card (or commitment to acquiring one pre-employment).
- ❑ Hold a current Tasmanian Drivers Licence

Desirable

- ❑ Experience with business management.
- ❑ Experience of buying in a retail environment.
- ❑ Demonstrated understanding of the role of a progressive zoo Understanding of sustainability.

Key Job Competencies & Attributes:

- ❑ Business Acumen – knowledgeable in current and possible future policies, practices, trends, technology and information affecting business and organization, knows the competition and how strategies and tactics work in the marketplace.
- ❑ Motivating Others - ability to motivate and empower others and create a climate in which people want to do their best.
- ❑ Problem Solving – identifies hidden problems, probes all relevant sources for answers, uses rigorous analysis, logic and methods to solve difficult problems with effective solutions.

- ☐ Interpersonal Savvy - ability to relate well to all kinds of people and develop constructive and effective relationships.
- ☐ Planning - accurately scoping out length and difficulty of tasks, developing schedules and task/people assignments, anticipating, and adjusting for problems and roadblocks and measuring and evaluating performance against goals.
- ☐ Drive for Results - commitment to personal and organizational growth and improvement
- ☐ Time Management - effective and efficient use of time and ability to deliver on important priorities.

Print Employee Name:

Employee signature:

Date:

