

### Retail, Admissions & Membership Assistant

**Directorate:** Operations

**Reporting to:** Retail, Admissions and Membership  
Manager/Supervisor or Assistant Retail, Admissions and  
Membership Manager or Trading Supervisor

**What we need you to do:** Be an integral part of an inspirational and vibrant trading environment that consistently provides an excellent visitor experience. Provide a warm and informative welcome to all visitor segments in the admissions area, meeting visitor experience targets and maximising membership recruitment. Contribute to the delivery of agreed targets and help generate profits that support the conservation work of WWT.

**Location:** WWT Centres

**Grade:** 3

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#### We shape unforgettable experiences

- Warmly welcome every visitor to WWT's trading environment, demonstrating GUEST visitor service standards and the WWT brand at all times.
- Provide consistently a warm welcome to all visitor segments in the trading area.
- Be fully aware of the key centre highlights and experiences on offer on a daily basis and share this information with visitors.
- Present the retail product range to WWT visual merchandising and display standards, responding to changing requirements and feedback.

## We are resourceful pioneers

- Consistently and proactively promote and maximise sales opportunities, identifying and responding to visitor needs and provide tailored visitor experience recommendations.
- Actively seek information on all product lines and share this with visitors.
- Handle and store stock effectively minimising wastage and deploying WWT stock control measures.
- Maximise opportunities for supporter recruitment e.g. membership sales and adoptions.
- Effectively use the electronic point of sales system (EPOS) and WWT procedures to maximise sales and generate reliable sales information.
- Adhere to WWT cash handling standards.
- Promote the Gift Aid scheme to achieve Gift Aid targets, ensuring the full and accurate completion of appropriate Gift Aid records.

## We work together for a positive future

- Deliver the appropriate standards, procedures and best practices as defined by the line manager.
- Maximise your contribution to ensure delivery of personal, department and Trust objectives by proactively participating in, training, team meetings and individual discussions.
- Engage with WWT's internal communication channels keeping yourself informed and up to date with the progress that WWT is making and the work that we undertake to save wetlands for wildlife and people.
- Adapt to continuous change and the implementation of new initiatives.

## We do conservation

- Ensure you are aware of and have a basic understanding of the centre's key features and conservation highlights and share such information with visitors where and when appropriate.
- Ensure you are aware of key lines associated with WWT conservation stories and that you understand WWT's purpose in order to promote WWT and its products.
- Ensure that all waste is disposed of responsibly in line with WWT recycling policies and actively conserve energy.

- Ensure the sustainable use of utilities to reduce the impact on the environment.

**In addition:**

- Operate trading areas that fully adhere to and comply with all legislative standards.

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**Work Pattern:** Various hours per week to be worked on a rota basis to include weekends and bank holidays, in line with business requirements.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the manager shown above, from time to time.

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**Date Created:** March 2016

## Person specification

### 1. Qualifications

***Essential:***

- Educated to a minimum of GSCE (Grade D – G) standard (or equivalent)

### 2. Experience

***Desirable:***

- Experience of working in a retail environment
- Experience of working in a team
- Experience of handling cash
- Manage and respond to customer feedback as appropriate

### 3. Managerial and supervisory

***Essential:*** Not applicable to this role.

### 4. Responsibility

***Essential:***

- Ability to be responsible for cash handling
- Ability to manage and respond to customer feedback as appropriate
- Ability to adhere to legislative requirements, in particular:
  - Data Protection
  - Sale of Offensive Weapons
  - Health and Safety

Your responsibilities	Level (£'s)
Expenditure (exc. payroll)	-
Cash Handling	Subject to dept. income
Assets (required for job, exc. buildings)	-
Visitors (per annum)	176,000

## 5. Creative Ability

### ***Essential:***

- Able to adapt to seasonal trade/campaigns and promotions
- Ability to problem solve
- Ability to think outside of the 'pond' and committed to going the extra mile

### ***Desirable:***

- Ability to create effective visual merchandising and displays

## 6. Contact

### ***Essential:***

- Ability to engage with visitors living up to the WWT GUEST Customer Service standards
- Regular and routine contact with other departments