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Retail Assistant

# Front of house staff are the first contact point and usually the first impression of the Trust that a customer will come across. It is a vital role for generating excitement about nature and for creating unrestricted income and recruitment of members.

# Job Description

## Outline

Responsible to: Visitor Services and Office Support Manager

Responsible for: Occasional volunteers

Based at: Potteric Carr Nature Reserve

## Brief

This role will be based at our Potteric Carr Gateway site in Doncaster. The site currently attracts over 40000 visitors every year and the Retail Assistant will play a key role in welcoming visitors to the site. The role will also include talking people through the key highlights of the site, explaining and promoting the benefits of being a Trust supporter and in facilitating good retail sales.

## Main objective

**Visitor Experience**

* To provide excellent customer service to all visitors
* To deliver key messages about YWT’s purpose and activities to visitors, in particular that we rely on our members to continue our work for a Yorkshire rich in wildlife and that 100% of our profits go back into conservation
* To maintain tidy and attractive visitor facilities, including all front of house areas (shop, membership areas and café)
* To assist with all front of house operations, including the café when needed to ensure a high standard of customer service at all times

**Retail sales**

* To help to increase retail sales through visitor engagement and excellent customer care
* To work with the existing Visitor Experience Team in order to ensure stock is effectively merchandised and displayed.
* To support the recruitment of new supporters on site
* To assist in helping the Trust secure funding through supporting fundraising activities on site
* To accept and keep secure any donations made to the Trust
* Ensure supporters are thanked and given excellent customer care at all times

## Other

* Promote the Trust and partner organisations whenever possible.
* Demonstrate our Trust values every day behaving with courage, respect, and integrity whilst trusting others and taking responsibility for your actions at all times.
* Support and promote the Trust’s commitment to equality, diversity and inclusion.
* The Trust is committed to safeguarding and promoting the welfare of children, young people, and adults at risk and expects all staff and volunteers to share this commitment.
* Abide by all Trust policies.
* Undertake other duties as requested by your line manager and in line with the post.

# Person Specification

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| **Experience** |  |  |
| **Criteria** | **Essential/Desirable** | **Measured By:**  **Application/Interview** |
| Relevant experience in sales, fundraising or other target based role | Desirable | Application |
| Experience working in a customer focused environment | Desirable | Application |
| Experience in a retail environment or visitor centre | Desirable | Application |
| **Knowledge and Understanding** |  |  |
| **Criteria** | **Essential/Desirable** | **Measured By:**  **Application/Interview** |
| Knowledge and affinity of the Trusts work | Desirable | Interview |
| Knowledge or willingness to develop and enthusiasm for the environment and nature conservation | Desirable | Interview |
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| **Skills and Qualifications** |  |  |
| **Criteria** | **Essential/Desirable** | **Measured By:**  **Application/Interview** |
| Excellent communication and people skills | Essential | Interview |
| Good Organisational skills | Essential | Interview |
| Good administrative skills | Desirable | Application |
| Proven sales skills | Desirable | Interview |
| Customer services qualification | Desirable | Application |
| **Personal Qualities** |  |  |
| **Criteria** | **Essential/Desirable** | **Measured By:**  **Application/Interview** |
| Positive and enthusiastic about customer services | Essential | Interview |
| Personable and friendly | Essential | Interview |
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## Terms and Conditions

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| Salary: | Ask HR and Training Manager for salary. Salaries are paid on the 20th of each month by bank transfer and cover the period of the 1st of the month to the last day of the month. |
| Hours: | Working every Sunday and additional hours may be offered out to the team on first come first served basis. The nature of the post’s duties may from time-to-time require evening work and flexibility on days worked. Paid overtime is not available, but time off in lieu will be given. |
| Contract |  |
| DBS: | As part of our recruitment and selection process and commitment to safeguarding, we may undertake a DBS check for all individuals in this role. Any offer of employment will be subject to a satisfactory disclosure report. DBS checks will be repeated every 3 years unless there is a good reason to request one sooner. |
| Flexibility: | Subject to ensuring that the needs of the business and the role are met, the Trust, where possible, endeavours to meet the flexible working needs of its employees. |
| Holidays: | 25 working days per annum in addition to normal public holidays plus 3 additional office closure days between Christmas and New Year (pro rata for part time employees). |
| Pensions: | You may be eligible to be auto enrolled into the Trust’s Group Flexible Retirement plan. Written terms of the scheme are available on request from finance. |
| Cycle to work scheme: | The Trust runs a Cycle to Work Scheme. Details of which are available on request. |
| Employee Assistance Programme: | The Trust provides paid staff with access to an Employee Assistance Programme. This is a confidential service which aims to provide staff with support for a range of issues. Further details are available from the HR and Training Manager. |
| Health Questionnaire: | You will be required to complete a health questionnaire prior to any unconditional offer of employment being made. |
| Equal Opportunities: | Yorkshire Wildlife Trust is committed to equal opportunities and appoints on merit. We welcome applicants from all sections of society regardless of gender, sexual orientation, race, disability, marital status, age and religion, perceived community background or political beliefs. |
| Notice Period: | Generally 4 weeks. One of the conditions of passing the probationary period is that all appropriate online Healthy and Safety training modules are passed. |
| Place of Work: | The post will be based at Potteric Carr Nature Reserve (Doncaster) |
| Travel: | Public transport is encouraged although pool vehicles are available. In exceptional circumstances the use of the officer’s own vehicle may be necessary for business use for which a mileage rate of 40p per mile will be paid. |
| Training: | The Trust is fully committed to personal development and training and offers each employee an individual training budget which can be spent on a variety of both internal and external training. |
| Closing deadline: | Wednesday 28th July |
| Interview date: | Tuesday 10th August |

Today’s date, Filing Location