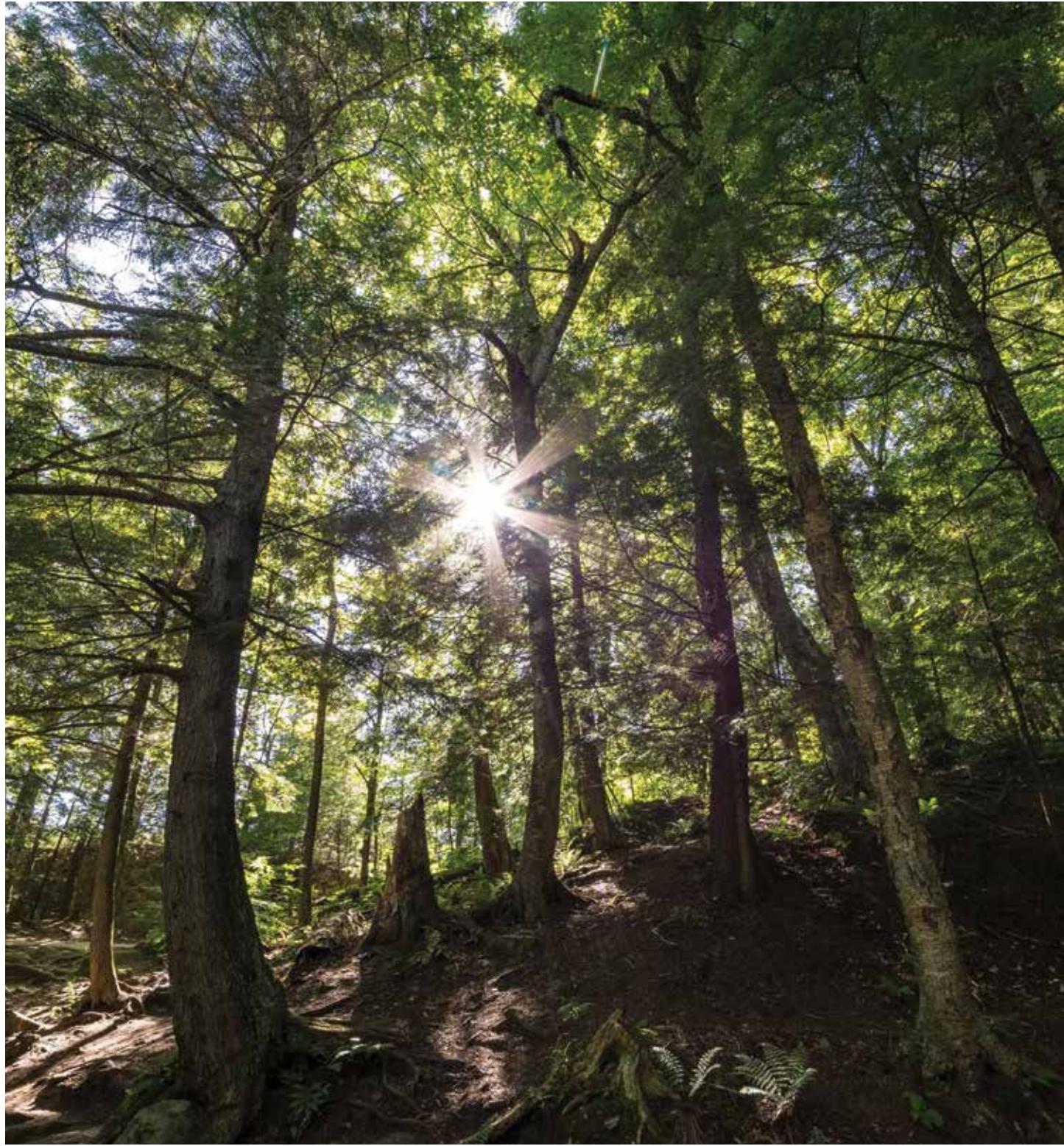


## Job description

# Admissions and Gift Shop Manager



Saving Species from Extinction | [www.durrell.org](http://www.durrell.org)

Durrell Wildlife Conservation Trust is a Registered Charity with the Jersey Charity Commissioner, registered charity number: 1  
Durrell Wildlife Conservation Trust - UK is registered in England and Wales. A charitable company limited by guarantee. **Registered charity number** 1121989  
Registered company number 6448493 **Registered office** c/o Intertrust Corporate Services (UK) Limited, 1 Bartholomew Lane, London, EC2N 2AX

# Job Purpose

To be responsible for the leadership, planning and efficient day to day management of the Admissions and Gift shop at Jersey Zoo, motivating the team to provide excellent customer service to create a visitor experience that maximises income opportunities and support for Durrell Wildlife Conservation Trust (DWCT) and its mission of Saving Species from Extinction.



Admissions and Gift Shop Manager

**Reports to**

Head of Retail & Visitor Experience

**Term**

Permanent

**Hours**

Full time

**Location**

Jersey Zoo

# Key Responsibilities

- To understand, continually work towards and influence the team to work towards DWCT's strategy, values, policies, and procedures.
- Lead, coach, and motivate the team to consistently deliver exceptional customer service and operational excellence.
- Manage performance through appraisals, feedback, and ongoing development.
- Identify and address training needs; deliver or coordinate training sessions for all staff.
- Organise staffing levels in line with business needs, recording attendance, sickness, and absences accurately.
- Ensure new starters are properly trained and supported through their induction period.
- Update and maintain relevant policies and procedures to ensure operational efficiency across the Visitor Centre.
- Fulfil the role of incident co-ordinator in the event of an emergency incident.
- Collate and report on visitor feedback to all relevant stakeholders.
- Research and propose new value-added services to enhance visitor experience and improve income.
- Annually review, benchmark and report on the admissions pricing structure, promotions, and general visitation trends.
- Continually review and propose functionality improvements within the current EPOS (Electronic Point of Sale) and online platform to deliver a smoother, connected visitor experience and maximise income opportunities.
- Lead the setup, testing, delivery, and general maintenance of online ticketing pages.
- Work with all relevant stakeholders to develop the use of a Customer Relationship Management (CRM).
- Work with the Head of Retail and Visitor Experience and marketing team to identify and proactively pursue local and international opportunities to increase footfall and general awareness of Durrell.
- Work with the Head of Retail and Visitor Experience to optimise the delivery, awareness, and impact of the commercial events calendar.
- Develop and maintain good channels of communication with DWCT clients and colleagues, as well as local and international communities and organisations.
- Utilise reporting tools and stock management software to maintain an accurate Gift shop stock file.
- Create attractive and engaging product displays and continually develop merchandising guidelines for both areas, implementing training with the team to ensure guidelines are adhered to and opportunities to drive profitability are maximised.
- Regularly check that stock is barcoded, priced correctly and scans successfully before being made available for sale.
- Ensure online shop orders are fulfilled in a timely and efficient manner.

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# Knowledge, Skill and Ability

- Excellent communication and motivational skills.
- A proven service excellence leader.
- Capable of training, motivating, and managing a team.
- Able to interact with large numbers of visiting public.
- High level of computer literacy.
- A strong attention to detail and an ability to accurately identify and investigate discrepancies.
- Excellent organisational skills.

## Behaviours and Values

- An exceptional communicator and an inspirational Line Manager of a passionate, versatile, and knowledgeable team.
- Proactively promotes a team spirited, inclusive and supportive approach.
- Ability to react to unexpected operational challenges in a calm, efficient and professional manner, and tackle problems to ensure satisfactory resolution.
- Works collaboratively with all stakeholders.
- Possesses a strong customer service ethos and builds good working relationships.
- Accountable for own responsibilities and sets a positive example to others.



# Introduction to Durrell

Durrell Wildlife Conservation Trust is an international charity working to save species from extinction. Headquartered in Jersey in the Channel Islands, Durrell focuses on the most threatened species in the most threatened places.

Established by author and conservationist, Gerald Durrell, in 1959, Durrell delivers its conservation mission through our three integrated core areas of operation:



A centre of excellence in animal husbandry, research, training and education



Training future conservation practitioners and monitoring and evaluating conservation science which underpins all Durrell activities



Conservation action where it is needed most

With a track record of 60 years, Durrell leads some of the world's longest running and most successful species and habitat recovery programmes. The quality of our work is equally as important as how we deliver it. Our values, underpin how we approach our work and the work environment we create.

# Our Values

## Purposeful

We are clear on why we do what we do, are connected as an organisation, we understand and demonstrate enabling / delivery, we are passionate about what we do and work tirelessly to achieve it.

## Accountable

We are accountable for our actions; we act with integrity and always have the best interests of the Trust at heart. We take it upon ourselves to update our knowledge and deliver excellence, and our ethics are of the utmost importance.

## Supportive

We develop and encourage our staff, we work as a team, work well with other departments and trust and respect each other. We promote a learning culture, treat people fairly, encourage diversity in the workplace, and value the opinions and views of others.

