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| Role Title | Retail & Visitor Services Assistant |
| Team | Retail & Visitor Services |
| Reports to | Visitor Services Manager |
| Date Issued/Revised | 16.04.2024 |
| Hours | Part time, casual contract |
| Hourly Rate | £12.00 per hour Birmingham Botanical Gardens is a Real Living Wage Employer |

INTRODUCTION

Birmingham Botanical Gardens is an independent educational charity aiming to offer world class environmental education in a green environment to audiences in all sectors of the community.

ROLE PURPOSE

The Retail and Visitor Services Assistant, along with our volunteers, will act as the principle point of welcome for all visitors to the Birmingham Botanical Gardens and assist with retail sales in the Gift Shop & Plant Sales. The Retail and Visitor Services Assistant will ensure that the highest level of customer service is offered to visitors in person, by telephone and by e-mail to create a positive visitor experience and to maximise sales for the Birmingham Botanical Gardens.

PRINCIPAL RESPONSIBILITIES

1. Deliver an outstanding first impression for all visitors to Birmingham Botanical Gardens ensuring that the warmest of welcomes and highest level of customer service is offered to create a positive visitor experience.
2. Bid our visitors a warm goodbye and gather feedback wherever possible regarding their visit as they exit through the giftshop!
3. To promote memberships, gift aid and donations and maximise sales at every opportunity.
4. Be fully familiar with the retail ranges and lines to help visitors with enquiries and to be able to upsell when possible.

5. Be confident in the use of our ticketing and CRM system to process bookings for day admission and special events, upsell memberships, donations, and our EPOS system (CSY) to make retail sales in the Gift Shop & Plant Sales.
6. Ensure that cash is handled, and credit card transactions are processed in accordance with the Birmingham Botanical Gardens procedures
7. To deal appropriately with any customer service issues and handle all enquires promptly and professionally, escalating where necessary.
8. To remain fully informed about The Birmingham Botanical Gardens programme and upcoming events.
9. To ensure the Visitor Welcome area is tidy and well-presented throughout the day and that supplies of leaflets and other relevant Birmingham Botanical Gardens print are on display.
10. To ensure that the retail displays are neat, tidy, well-stocked and merchandised according to Birmingham Botanical Gardens guidelines and standards.
11. Receive deliveries of stock and supplies and process accordingly to Birmingham Botanical procedures.
12. Assist with the facilitation of photoshoots, filming and events at the Gardens.
13. To be fair and inclusive to all visitors and their needs, showing respect and politeness at all times
14. To understand and support the aims and objectives of Birmingham Botanical Gardens and to ensure these are reflected in the delivery of the role.

SUPERVISION

Working under the direction and/or supervision of Visitor Services Manager and Duty Manager.

WORKING CONDITIONS

Customer facing environment. Weekends and occasional evenings. Work in hot or cold environments. Manual handling.

PERSON SPECIFICATION

| Area | Essential | Desirable |
|-------------------|---|---|
| Knowledge | <ol style="list-style-type: none"> 1. A focus on the customer experience in everything you do. 2. Computer literate – knowledge of MS Office. | <ol style="list-style-type: none"> 1. An understanding of the not-for-profit sector, preferably showcasing a knowledge and interest in the broader botanical heritage and cultural sectors. 2. An interest in plants and nature |
| Experience | <ol style="list-style-type: none"> 1. Previous experience of working in a customer facing, environment. 2. Cash and credit card handling. | <ol style="list-style-type: none"> 1. Experience of working in retail and/or a visitor attraction |
| Skills | <ol style="list-style-type: none"> 1. Customer focussed. 2. Excellent communication skills. 3. Ability to upsell and cross-sell when appropriate 4. Ability to remain calm under pressure. 5. Able to work as part of a team and interact effectively with staff, volunteers, and stakeholders. 6. Multitasking abilities. 7. Accuracy and attention to detail. 8. Positive, can-do attitude. | <ol style="list-style-type: none"> 1. Knowledge of EPOS, ticketing and/or CRM systems 2. Recommending retail products to visitors |
| Other | <ol style="list-style-type: none"> 1. Reliable and trustworthy. | |

This position is currently being offered as a casual role, which will include weekend working.

To apply, please send an up-to-date CV and covering letter to:

jobs@birminghambotanicalgardens.org.uk

The closing date is Monday 20th May, 2024, at midday.

Please let us know of any reasonable adjustments we can make at application stage or during the recruitment process to help us be more accessible.