



Visitor Welcome and Retail Assistant

You will deliver outstanding customer service to a broad range of customers and do everything possible to maximise sales so that the profit can be reinvested in the William Scott Abbott Trust educational priorities.

Vocalise the link between our visitor attraction site and our conservation purpose.

Functions of the Welcome and Retail Assistant

- You are the first point of contact for all visitors and are responsible for delivering a friendly, welcoming experience to our customers, campers, school visits and staff.
- Cash handling and till operation is essential. All welcome and retail personal are required to remain vigilant about the security of the stock and our premises.
- The retail team all share financial and sales targets, and are expected to develop product knowledge to better inform stock-taking.
- You will keep stock records vital to the retail operation
- You will actively promote Gift Aid on Entry and achieve stretching targets for our charitable and commercial income.
- Be engaging- encourage visitors to give feedback and help to identify new opportunities to develop our offer and increase our income.

Essential Knowledge, Skills & Experience

- Excellent customer service standards.
- Experience of working in a customer service environment. Interest in developing product knowledge.
- Strong people skills enabling good relationships.
- Previous experience working as part of a team.
- Awareness of Health & Safety requirements.
- Good levels of numeracy.
- Able to follow guidelines and merchandise to specified standards.
- Able to promote products to meet sales targets.
- Competent IT skills.



Scope of the Role

Reports to: Visitor Welcome and Retail Manager

Line management: No line management responsibility, may work alongside volunteers. Will be responsible for contributing to effective teamwork at the property.

Budget Responsibility: No direct budgetary responsibility but responsible for achievement of stretching GAOE and sales targets.

Area of Impact: Responsible for the promotion of Sacrewell and the WSAT and engagement with members of the public. May help at events and other engagement activities at the property. Contributes to membership growth, Mystery Visit score and Visitor Experience score.

Nature of Impact: Directly impacts financial targets in Gift Aid on Entry and sales targets. The postholder will be expected to understand how to ensure a great visitor welcome and goodbye and to work proactively to achieve financial targets.

Summary: You will assist in the effective practical operation of the retail operation. You will be part of a broader team of staff on the property delivering great service to visitors and promoting our education work. You will have targets in Gift Aid on Entry, as well as in the retail shop. With a wide knowledge about Sacrewell and the William Scott Abbott Trust, you will provide information and key messages to our visitors. You may also be involved in different aspects of the visitor experience, supporting events and group visits as appropriate, delivering outstanding customer service to visitors.