Job Description

Trading Assistant

Grade: 4

Directorate: Operations

Location: WWT Welney Wetland Centre

Reporting to: Trading Manager

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 our trading areas, meeting visitor experience targets and maximising sales and membership recruitment. Contribute to the delivery of agreed targets and help to generate profits that support the conservation work of WWT.

We shape unforgettable experiences

- Warmly welcome every visitor to WWT's trading environment, demonstrating exceptional standards of visitor service and the WWT brand at all times.
- Be fully aware of the key centre highlights and experiences on offer on a daily basis and share this information with visitors.
- Present the Catering and Retail product ranges to WWT visual merchandising and display standards, responding to changing requirements and feedback, including stock replenishment of both areas.

We are resourceful pioneers

- Consistently and proactively promote and maximise sales opportunities, identifying and responding to visitor needs and provide tailored visitor experience recommendations, proactively up selling and linking products across all departments

- 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 including receiving deliveries and participating in stock takes as required.
- 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 including carrying out opening, closing and cashing up procedures.
- 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 your line manager, whether this is serving coffee, clearing tables and washing dishes, greeting customers on arrival, selling memberships or serving and selling ice creams in the kiosk or shop.
- Maximise your contribution to ensure delivery of personal, department and Trust objectives and targets 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 in particular food safety standards.

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.

Date Created: September 2020

Person specification

1. Qualifications

Essential:

- Educated to a minimum of GSCE standard (or equivalent)

Desirable:

- Food Hygiene Level 2 / Basic
- Industry recognised qualification in Catering e.g. City & Guilds, NVQ, BTEC etc.
- Industry recognized qualification in Customer Service.

2. Experience

Desirable:

- Experience of working in a trading/commercial environment
- Experience of working in a team
- Experience of working with an EPOS till system.
- Experience of working with a food safety management system (FSMS)
- Experience of handling cash

3. Managerial and supervisory

Essential:

- None.

4. Responsibility

Essential:

- Ability to be responsible for cash handling
- Ability to manage and respond to customer feedback as appropriate

- Ability to comply with all WWT Safety Management Systems
- Ability to adhere to legislative requirements, in particular:
    - Data Protection
    - Sale of Offensive Weapons
    - Health and Safety
    - Premises license (where applicable)

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

5. Creative Ability

Essential:

- Able to adapt to seasonal trading, campaigns and promotions
- Ability to problem solve
- Ability to think outside of the 'pond' and committed to going the extra mile
- Willingness to bring new opportunities and ideas forward to you line manager

Desirable:

- Ability to create effective visual merchandising and displays

6. Contact

Essential:

- Ability to engage with visitors, living up to the WWT Customer Service standards
- Regular and routine contact with other departments
- Occasional contact with external suppliers, as appropriate.