

# Role profile

**Job title:** Discovery Ambassador

**Reports to:** Discovery and Learning Programme Manager (HWP)

**Date prepared:** March 2025

## Purpose

Providing a first-class service to visitors to RZSS Highland Wildlife Park in a varied and exciting role engaging with visitors and communities ensuring a high standard of customer service always. You will deliver a range of innovative and creative activities, talks and tour programmes to engage and excite visitors in support of RZSS' vision and mission.

## Scope

- Working at Highland Wildlife Park
- To add value to the Highland Wildlife Park visitor experience by providing first-class service, engaging and inspiring the daily visitor through talks, tours and engagement activities

## Responsibilities

- Deliver discovery and learning talks and presentations and act as an RZSS ambassador in accordance with our vision and mission to protect, value and love nature.
- Provide first-class customer service by maintaining a positive, welcoming environment, proactive and helpful attitude to all visitors and colleagues to meet/exceed our Visitor Experience Standards, e.g. provide a personal, knowledgeable, and positive level of service daily. Working with the team, engage with and support a diverse range of visitors and audiences, ensuring your message is engaging and consistent with team objectives and in line with RZSS' mission and vision whilst providing first-class customer care and service, e.g. answering visitor queries and undertaking engaging activities.
- Proactively ensure your knowledge of RZSS, our conservation work and species within the collection is thorough and up to date, e.g. attending team meetings, accessing team brief.
- Contribute to ideas which help in creating positive visitor engagement suggesting ideas for development, e.g., Property & Estates and Interpretation.
- Work closely across relevant teams to deliver and support an agreed range of activities and events
- Ensure accurate data and information is passed on to the right team e.g. animal welfare/behaviour observations to the living collection department.
- Support the wider discovery and learning team in their engagement activities.
- Respond to unexpected situations (minor customer complaint) in a professional manner and seek advice and support from your line manager when required.
- Demonstrate commitment to our values, behaviours and your continuous personal development.
- Ensure compliance with RZSS' policies, procedures, and guidelines, together with all relevant regulatory and statutory requirements.
- Perform other reasonable duties and/or projects as directed by your manager.

## Knowledge, skills and experience

| Knowledge   | Essential | Desirable |
|---|-----------|-----------|
| Good achievement in standard grades (or equivalent), including English or equivalent experience in a similar role | √         |           |
| Knowledge and understanding of what makes five-star customer service  | √         |           |

| Skills  | Essential | Desirable |
|---|-----------|-----------|
| First-class customer service, e.g. interpersonal skills and ability to engage with a wide range of individuals, e.g. the public, internally and externally. | √         |           |
| Engaging customers empathetically to provide information, engage and deal with queries  | √         |           |
| Competent in Microsoft Office (Word, Excel, Outlook)  |           | √         |
| Ability to adapt and tailor delivery of messages to diverse audiences   | √         |           |
| Confident presentation skills, e.g. about animals, their welfare and care   | √         |           |

| Experience   | Essential | Desirable |
|--|-----------|-----------|
| Practical experience in a zoo/animal-related or formal educational environment                             |           | √         |
| Experience of delivering conservation and scientific messages through public engagement                    |           | √         |
| A practical understanding of current conservation science, zoo biology, climate and animal welfare ethics. |           | √         |
| Providing first-class customer care and service, including dealing with customer queries.                  | √         |           |
| Working within a visitor attraction/customer service environment.  |           | √         |

## Behavioural competencies

| Competency                       | Level   | Essential | Desirable |
|----------------------------------|---|-----------|-----------|
| Planning and Organising          | Plan ahead, organise your work and take into account the potential for change                           | √         |           |
| Delivering Services & Experience | Perform your role to the best of your ability with enthusiasm and a positive approach                   | √         |           |
| Communicating                    | Comfortable initiating dialogue with people; communicate with care to ensure your message is understood | √         |           |
| Team Working                     | Be collaborative  | √         |           |
| Gathering Information            | Gather and analyse information relevant to the tasks in your role                                       |           | √         |
| Understanding Others             | Listen to and understand the needs of colleagues and our audiences                                      | √         |           |
| Thinking Big Picture             | Think about RZSS' mission and its importance in your role   | √         |           |

## Role dimensions

### Planning and Organising

- Be punctual and ready for work at the allocated start time.
- must be highly time conscious to meet deadlines for set visitor activities throughout the day. Operates within a defined role and is proactive in keeping to task in a dynamic environment
- Follows established processes and procedures, with little room for deviation.

### Communication and relationships

- Regular communication with colleagues at all levels across several departments
- As a main point of contact with visitors, is able to effectively communicate information to a varied audience, e.g. sharing RZSS commitment to conservation and enthuse others about our. Care must be taken to ensure that information is conveyed in a clear and simple format to engage audiences of varying size, e.g. minors, juniors and adults.
- Communicate effectively with all internal and external customers, adjusting conversation to suit the customer's needs and be a friendly point of information for visitors, e.g. first-class customer care

- Nature of communication will be both direct (face-to-face) and in-direct (email, phone and radio) to share information and may include confirming bookings, reporting on daily activities and follow-up contact

### **Problem-solving and decision making**

- Deal with a variety of visitors to the park, e.g. assist visitors should they have any difficulties getting around the site or dealing with minor complaints.
- Works within clearly defined processes and therefore decision making is based on existing procedures and experience.
- Requires assistance when dealing with unexpected problems and knows when to escalate problems, e.g. complex customer complaint and adjusting daily routines with regards to animal welfare.
- Can solve minor problems, e.g. issues of scheduling and resource requirement conflicts and can easily determine when work should be escalated to a higher level.

