

Retail & Reception Assistant Manager

Position Title:	Retail & Reception Assistant Manager
Company:	Orana Wildlife Park
Position Size:	1.0
Physical Location:	793 McLeans Island Road, Harewood, Christchurch
Responsible to:	Reception & Retail Manager

Primary Function of the Position:

The Retail and Reception Assistant Manager supports the Retail & Reception Manager with the smooth and efficient daily operation of Orana Wildlife Park's commercial front of house functions. This includes on site and online retail, admissions, annual pass management, and the coordination of party room and animal encounter bookings.

The role helps deliver an engaging, customer focused experience for all visitors and contributes to revenue generation through high standards of service, presentation, and team leadership. The position also assists with inventory control, merchandising, staff supervision, and collaboration with key internal teams to ensure a seamless visitor journey.

Functional Relationships:

- Retail & Reception Manager
- Senior Leadership Team (SLT)
- Chief Executive Officer (CEO)
- Administration and Retail staff
- Visitor Services team
- Marketing & PR staff
- Animal Care team
- Education & Engagement team
- Maintenance & Development staff
- OWP volunteers
- Wider OWP staff

External Relationships:

- OWP audiences, e.g. general public, visiting groups and volunteers, work experience
- Digital and retail suppliers
- Tourism, zoo, and attraction industry peers

Decision Making Authority:

Team Members Responsible For:	7
Expense Budget Responsible For:	0

Key Responsibilities:

1. Operational Support

- Supervising staff during rostered shifts and ensuring all service standards are consistently met.
- Overseeing front-of-house operations whenever the Retail & Reception Manager is not on site.
- Coordinating daily admissions, retail sales, annual pass processing, party room bookings, and animal encounter scheduling.

	• Supporting stock management through regular stocktakes, pricing updates, inventory checks, and merchandising adjustments. • Allocating tasks and managing break schedules to ensure effective coverage and workflow. • Maintaining high presentation standards across retail, admissions, and other visitor-facing areas. • Supporting the efficient daily operation of the gift shop, admissions, and online store fulfilments. • Ensuring ticketing, retail, and customer service processes always run smoothly, and reporting issues promptly while updating the team if systems experience downtime. • Upholding high levels of cleanliness, presentation, and functionality throughout all operational spaces. • Assisting with the implementation of merchandising plans and product displays. • Monitoring daily sales, stock movement, and visitor patterns, and identifying areas requiring attention. • Providing insights and feedback to the Retail and Reception Manager to support planning and reporting. • Assisting with promotional activities, seasonal events, and marketing campaigns as required.
2. Joint Responsibility (with Retail & Reception Manager)	• Fully support the Retail & Reception Manager by ensuring consistent communication, alignment of priorities, and dependable operational coverage across all front-of-house functions. • Achieving revenue, service, and customer experience KPIs. • Developing merchandising displays and enhancing product presentation with the retail team. • Reviewing visitor feedback and recommending practical operational improvements. • Contributing to health and safety compliance, including incident reporting. • Supporting the coordination and delivery of new visitor experiences and offerings. • Maintaining positive and professional relationships with suppliers, contractors, industry partners, and other departments across Orana Wildlife Park to support smooth and coordinated operations.
3. Team Leadership and Staff Development	• Supervising and supporting staff throughout rostered shifts. • Assisting with recruitment, onboarding, training, and ongoing coaching of staff to maintain high service standards. • Supporting roster preparation and adjustments as directed by the Manager. • Encouraging a positive, inclusive, and motivated team culture.
4. Customer Experience and Engagement	• Ensuring all retail and reception touchpoints create a welcoming and memorable experience for visitors. • Supporting the coordination and delivery of party room bookings and animal encounters.

	• Responding to visitor enquiries, complaints, and feedback in a professional and solutions-focused manner.
5. General	• Understanding the Five Domains Animal Welfare Model and its practical application, including appropriate husbandry procedures and techniques relevant to each section. • Carrying out any other duties reasonably required as part of the role.
Key Challenges of the Position: • Balancing high visitor numbers with efficient service across multiple touchpoints. • Meeting customer expectations during peak periods, weekends, and holidays. • Maintaining motivation and consistency across the team which includes all full-time, part-time and casual staff. • Supporting alignment between physical retail, online retail, and visitor experience operations. • Handling fast-paced, customer-facing environments while upholding Orana Wildlife Park values. • Being adaptable to an environment that can be diverse in its day-to-day activities and tasks. • Assisting with the delivery of information and the varying activities within a dynamic environment. • Creativity and “out of the box” thinking is encouraged to ensure responsibilities and duties are met. • Being adaptable to change.	
Key Benefits • Opportunity to contribute to conservation driven visitor experiences. • Work in a unique wildlife environment with a supportive team. • Staff discounts and access to park experiences. • Working in a dynamic, supportive environment with a talented team that values creativity and collaboration. • Opportunities for professional development. • The chance to make a positive impact on people, wildlife conservation and education.	