

Position Description

Position Title:	Retail & Admissions Senior
Company:	Orana Wildlife Park
Position Size:	0.4
Physical Location:	793 McLeans Island Road, Harewood, Christchurch
Responsible to:	Reception & Retail Manager

Primary Function of the Position:

The Retail & Admissions Senior plays a central role in Orana Wildlife Park’s commercial operations and visitor services. This is a front-line position responsible for welcoming a wide range of visitors, including general guests, Annual Pass members, contractors, and other stakeholders. The role also includes keyholding responsibilities and acting as Duty Manager when required, ensuring the smooth operation of the Park’s facilities and services.

This team member is responsible for delivering a high standard of customer service across the Visitor Reception and Gift Shop. They help maintain clear communication between Park activities and daily visitors, ensuring accurate and engaging information is shared. As part of their leadership responsibilities, they support and motivate the gift shop team to uphold service standards and contribute positively to the visitor experience.

The Retail & Admissions Senior also plays an important role in delivering conservation and advocacy messages to the public, supporting Orana’s mission to provide world-class animal care and education.

Full training will be provided for this role to ensure team members are confident and well-equipped to carry out their responsibilities effectively.

Functional Relationships: • Retail and Reception Manager • Visitor Services staff • Administration and Retail staff • OWP volunteers • Animal team keeper staff • Education and Engagement Manager • Education and Engagement staff • Administration and Compliance Manager • Marketing, PR and Visitor Services Manager • Native Fauna Manager • Exotics Manager • Maintenance and Development Manager • Maintenance staff • Chief Executive Officer	External Relationships: • OWP audiences, e.g. general public, retirement communities, local schools, work experience, etc • Tourism, Zoo & Aquarium and other industry peers • Suppliers and contractors
--	---

Decision Making Authority:

Team Members Responsible For:	3
Expense Budget Responsible For:	0

Key Responsibilities:

1. Reception

- Ensure admission payments are collected accurately, and attendance figures are correctly recorded.
- Respond to counter and telephone enquiries in a professional and timely manner.
- Welcome visiting clients and refer them to the appropriate staff or managers as needed.
- Manage point-of-sale transactions and maintain accurate cash balances, including daily till reconciliations.
- Maintain a clean, tidy, and welcoming reception area at all times.

2. Gift Shop

- Operate the gift shop efficiently and with a friendly, customer-focused approach.
- Respond to customer enquiries promptly and courteously, ensuring a positive visitor experience.
- Contribute to regular stocktakes and assist with inventory management as required.
- Ensure appropriate security measures are in place to safeguard retail stock.
- Display clearly priced products in an appealing and effective manner to maximise sales potential.
- Keep all product displays tidy and refreshed regularly to maintain visual appeal.
- Maintain a clean, organised, and welcoming gift shop environment at all times.

3. Information Services

- Operate telephone and radio communication systems from the Reception Office, ensuring clear and professional exchanges.
- Handle enquiries related to tours, functions, and key products in consultation with the Group Bookings Coordinator, following procedures outlined in the Reception Manual.
- Maintain signage and displays within the Entrance Building, ensuring they are current, clear, and visually appealing.

4. General

- Demonstrate knowledge of the Five Domains Animal Welfare Model and apply it in a practical setting, including appropriate animal husbandry procedures across relevant sections.
- Take ownership of customer complaints and feedback, responding in a courteous, professional, and solution-focused manner.
- Carry out other tasks or activities as required to support the role and the wider team.

Key Challenges of the Position:

- Demonstrate adaptability in a dynamic environment where daily tasks and priorities may vary.
- Support the delivery of information and activities across the Park, adjusting to changing needs and circumstances.
- Embrace change positively and respond flexibly to new challenges or directions.
- Apply creative thinking and initiative to meet responsibilities effectively, with encouragement to explore practical, “outside the box” solutions.

Position Description & Person Specification:

Key Benefits

- Be part of a dynamic and supportive team that values creativity, collaboration, and shared success.
- Access opportunities for professional development and ongoing learning.
- Contribute to meaningful work that supports wildlife conservation, education, and positive visitor experiences.
- Work in a unique and inspiring environment alongside incredible native and exotic species.

Person Specification

Formal Education:

- Secondary or tertiary education that provides a solid foundation in mathematics, written communication, and comprehension skills.

Specialist Training and Experience (desirable):

- Proven experience in customer service, with a focus on creating positive and retail environment.
- Proficiency in point-of-sale systems, with confident handling of sales transactions, cash, and reconciliation processes.
- Experience in visual merchandising and maintaining high standards of store presentation, ideally in a fast-paced or themed retail setting.
- A current Full Driver's Licence.

Specific Knowledge & Skills for the Position:

- A good level of energy and physical fitness to carry out tasks such as regular lifting, restocking, and general manual duties.
- Ability to work confidently both independently and as part of a team, ensuring tasks are completed efficiently and with minimal supervision.
- Strong communication skills to engage effectively with staff, volunteers, and visitors, ensuring clear and accurate information is shared.
- Flexibility and adaptability to respond to changing priorities, seasonal demands, and a dynamic visitor environment.
- Commitment to open and constructive communication within the team to support shared goals and maintain a positive working culture.
- A strong sense of integrity, with a commitment to upholding organisational values, maintaining trust, and working transparently.

Personal Qualities:

- Excellent communication skills to collaborate effectively with team members and contribute to a positive, visitor-focused team culture.
- Strong adaptability to respond confidently to changing priorities, seasonal demands, and operational needs.
- Solid problem-solving skills, with the ability to identify issues and implement practical, effective solutions in a retail environment.
- Demonstrates enthusiasm, initiative, and a genuine desire to grow within a progressive and collaborative team.