

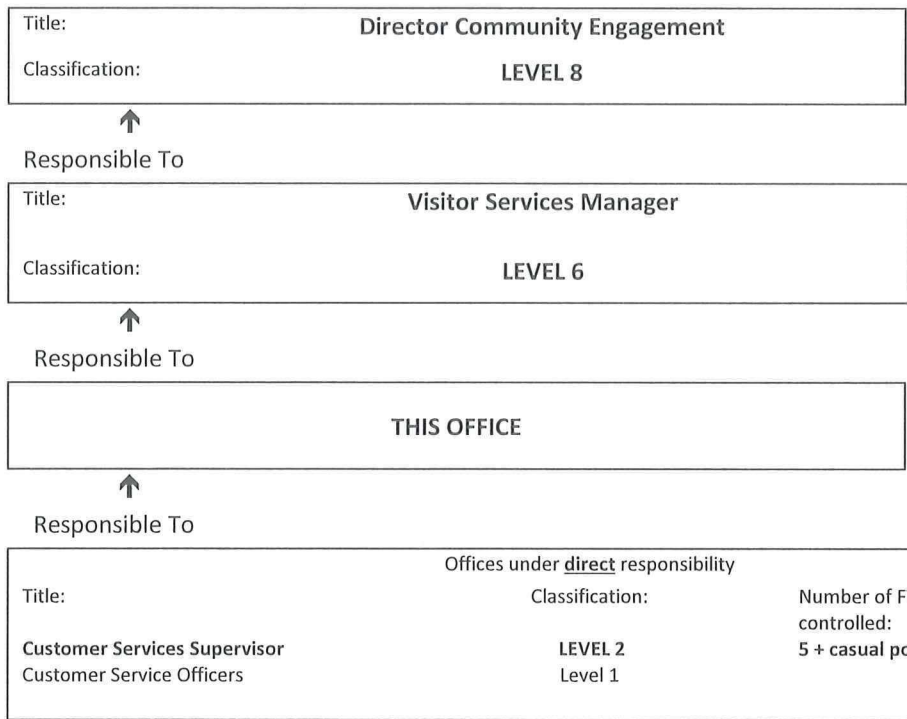


JOB DESCRIPTION FORM

SECTION 1 - OFFICE IDENTIFICATION

<p>ORGANISATION: PERTH ZOO</p> <hr/> <p>DIRECTORATE: Community Engagement</p> <hr/> <p>SECTION: Visitor Services</p>	<p>EFFECTIVE DATE OF DOCUMENT: March 2018</p> <hr/> <p>CLASSIFICATION: Level 4 POSITION NUMBER: 900038</p> <hr/> <p>TITLE: Retail Manager ANZSCO CODE: 3311</p> <hr/> <p>SALARIES AGREEMENT/AWARD GOSAC Award 1989 & PSGOCSAGA 2017</p>
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SECTION 2 - REPORTING RELATIONSHIPS



SECTION 3 - KEY RESPONSIBILITIES

Responsible for the efficient operation of the Perth Zoo retail operations, including achievement of budget targets and development and implementation of stock, merchandise and service policies required as part of the Zoo's overall commercial objectives. Manages the day to day operations of the Perth Zoo retail outlets.



SECTION 4 - CONTEXT AND SCOPE

Our Vision

A world where diversity of species and habitats is secure

Our Purpose:

To inspire and act for wildlife conservation

We are committed to:

Excellent Animal Care: world leading standards for animals in our care

Excellent Customer Service: the best possible experiences for visitors, colleagues and partners

Collaboration and Partnerships: integrating our efforts and working with others

Innovation and Creativity: supporting and fostering ideas to improve our work

Integrity and Ethical Practice: strong corporate governance; honesty; and openness

Respect: valuing visitors, colleagues and our stakeholders

Environmental Responsibility: minimising the use of finite resources and Perth Zoo's impact on our environment

Social Responsibility: delivering social improvements by connecting people with wildlife and Perth Zoo

Learning and Knowledge: building knowledge through research and professional experience

ROLE OF SECTION

Staff in the the Zoo's retail shop are part of the Zoo's Visitor Services Team team. The Visitor Services team is a highly valued component of the Zoo within the Community Engagement Directorate.

Visitor Services is responsible for the co-ordination, monitoring and daily management of a positive and safe visitor experience. Visitor Services staff are responsible for responding to visitor enquiries and complaints; providing advice and information on Zoo exhibits, and liaising with Zoo staff and volunteers (Docents) on daily operational issues.

The Visitor Services team include Customer Service staff, who process admissions, memberships, work in the retail outlets and provide other customer service as required. The team also looks after commercial services, including the carousel and hire facilities (such as wagons, strollers, kiddie rides & electric scooters).

The Visitor Services team incorporates a security function, that provides an integrated safety and security service to Perth Zoo. This includes emergency management procedures and provision of first aid.

ROLE OF POSITION

Reporting to the Visitor Services Manager, this role is responsible for the efficient operation of Perth Zoo retail operations, including achievement of budget targets, development and implementation of stocking, merchandising and service policies required as part of the Zoo's overall commercial objectives. The outcomes of the Retail section are supported by the Visitor Engagement and Marketing sections which will develop and implement effective marketing and promotional strategies for the area.

SECTION 5 - SUMMARY OF DUTIES

Outcome: Retail

- 1 Develop and implement strategic business plans for the Zoo's retail outlets.
- 2 Responsible for buying a wide range of stock appropriate for the outlets and to meet specific promotional needs.
- 3 Responsible for the creation of various innovative stock displays and merchandising techniques.
- 4 Preparation of regular management and Board reports on retail operations.
- 5 In conjunction with the Visitor Engagement & Marketing sections, implement operational retail elements of cost effective marketing and promotional plans.
- 6 Conduct regular analysis of stockline performance, trends and sales.
- 7 Manage and coordinate periodical stocktakes.
- 8 Monitor customer and industry trends impacting on the retail outlets.



Outcome: Management

1. Provide training and leadership skills to retail staff.
2. Responsible for developing and monitoring the retail revenue and expenditure budgets in accordance with Zoo policy and procedures.
3. Adhere to Zoo and Government policies and procedures in relation to financial and human resource management.
4. Oversee the engagement and management of retail staff including the provision of training and appropriate information on Zoo policy and procedures.
5. Ensure appropriate systems are in place to control and reconcile proceeds from sales and stock levels.

Outcome: Other

1. Perform other duties as required.

Outcome: A positive work environment

Contributes to the promotion of a workplace culture that supports:

1. Conservation and biodiversity goals
2. Diversity and employment development
3. Best practice occupational safety and health standards
4. An environment free from discrimination and harassment
5. Customer service objectives
6. Ethical decision making

SECTION 6 - SELECTION CRITERIA

Perth Zoo is a commercial conservation organisation with a strong focus on community engagement, research, learning & development. As a values driven organisation Perth Zoo is committed to wildlife conservation and a workplace that delivers environmental sustainability, equal opportunity and safe practices.

We are looking for someone who is committed to supporting and upholding our organisational values in the achievement of the Zoo's objectives.

Within this context, the successful applicant will demonstrate an ability to apply the following knowledge and skills to this role:

ESSENTIAL

1. Extensive management experience within a retailing environment preferably in the tourism industry.
2. Highly developed verbal and written communication skills including effective networking and liaison skills to develop professional relationships with stakeholders.
3. Demonstrated experience in leading, motivating and supervising a team.
4. Ability to advertise, promote and display merchandise using innovative display techniques.
5. Demonstrated computer literacy for stock control, budget management and reporting.
6. Demonstrated financial management skills including cash control and budget management.
7. High level communication and interpersonal skills and the ability to work effectively with visitors.

DESIRABLE

1. Knowledge and understanding of conservation and environment issues relevant to the Zoo in regard to the purchasing of merchandise.
2. Post secondary qualifications appropriate to the Retail industry.

Note: The Retail Manager may be required to work some weekend days and evenings as needed.



SECTION 7 - APPOINTMENT FACTORS

LOCATION:
ALLOWANCES/SPECIAL CONDITIONS
State allowances and conditions applicable.

SMITH PERTH
Pre-employment medical
Police Clearance

SPECIALISED EQUIPMENT OPERATED
Specify type of equipment, make and model operated.

Windows based personal computer, Online rostering and timesheets system, stock control and POS systems and software.

SECTION 8 - CERTIFICATION

- (i) The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the job.

MANAGER	
DATE	07.03.2018
DIRECTOR	
DATE	7/3/2018

- (ii) Checked by:

PEOPLE SERVICES	
DATE	12/3/2018

- (iii) Approved by:

A/ EXECUTIVE DIRECTOR	
DATE	

- (iv) As occupant I have noted the statement of duties, responsibilities and other requirements as detailed in this document.

Name (in full) _____

Signature _____

Date _____