



# WILDHEART TRUST

## JOB DESCRIPTION

### Guest Engagement Officer

Job Title:	Guest Engagement Officer
Department:	Learning & Discovery
Location:	Wildheart Animal Sanctuary, Sandown, Isle of Wight
Reports To:	Learning and Discovery Manager
Supervisory Responsibilities:	Supervision of guests and groups undertaking experiences
Functional Relationship:	Work closely with visitors and staff.

### General Function of the Position

The primary objectives of this important role are:

- To host animal experiences, birthday parties, group visits and tours to a high standard
- To represent the sanctuary both onsite and promoting the sanctuary on location
- To offer an excellent standard of customer service no matter what role you are in
- Be adaptable and able to undertake a diverse range of visitor facing duties as required
- To tell the animals' stories and be able to engage a wide variety of age groups
- Be excellent at engaging and talking to visitors of all ages

### Who Are We

The Wildheart Trust is a registered charity which is dedicated to rescuing animals from cruelty and optimises their power as ambassadors to end animal exploitation and protecting their wild counterparts. The Trust runs the Wildheart Animal Sanctuary and provides governance for its conservation aims.

Never before have the realities of widespread animal exploitation and abuse been so apparent. We aim to end animal cruelty in captivity, whilst ensuring cohesive and well-functioning ecosystems in the wild.

The Trust actively campaigns to end practices that drive animal suffering in captivity. In addition, it links the rescued animals with its conservation work, providing funds and technical support to in-situ conservation programmes for tigers in India, lemurs in Madagascar and native species here in the UK.

## Organisational Values

The Wildheart Trust has three values that form the core of how employees carry out their work at The Wildheart Animal Sanctuary and across any future organisational developments it may have. The values shape the culture of the organisation and demonstrate what is important within The Wildheart Trust. These values focus on how we do our job and how we conduct ourselves in the workplace, and as a Trust:

- We are united and thrive as a team
- Every interaction is an opportunity to impress
- We are purposeful and at the forefront of change

## Key Tasks

<p><b>1. Animal Experiences</b></p>	<p>Ensuring guests have a once in a lifetime encounter with our animals whilst adhering to health and safety guidelines</p> <p>Liaising with staff from animal, catering and retail departments to deliver adult and junior animal experiences including big cat encounters and animal carer for the day experiences</p> <p>Delivering agreed educational messages relevant to animal experiences</p> <p>To ensure visitor safety at all times during animal experiences</p> <p>Promote and ensure good animal welfare during the experience</p>
<p><b>2. Birthday Party Hosting</b></p>	<p>Liaise with birthday child parents to ensure a consistent, happy and enjoyable experience</p> <p>Host the party to deliver age appropriate and fun information and activities.</p> <p>To ensure visitor safety during the party</p> <p>To act as the mascot if booked for the party</p>
<p><b>3. Group bookings</b></p>	<p>Host group bookings providing information about the work of the Wildheart Trust, the animals and our campaigns</p> <p>Ensure group visits are engaging, immersive and fun, creating a lasting impression and growing our Wildheart supporters</p> <p>To ensure visitor safety during the visit</p>
<p><b>4. Communications, education and public awareness</b></p>	<p>Participate in education, media and marketing initiatives as required</p> <p>Engage with visitors informally throughout the day, ensuring everyone has a great visit</p> <p>Help visitors get to safety in the event of an emergency</p> <p>Support the team as needed with animal encounters during the day</p>

<b>5. Events</b>	<p>Represent the sanctuary at external events and support the work of the charity by increasing our profile and promoting any offers</p> <p>Help out at events at the sanctuary, ensuring visitors all have an amazing experience</p>
<b>6. Visitor welcome and engagement</b>	<p>Welcome guests entering the sanctuary and let them know about our amazing offers such as memberships and adoptions</p> <p>Make a warm and welcoming first impression on all guests visiting</p> <p>Make visitors aware of Gift aid and the amazing opportunity it presents to charities</p> <p>Helping visitors with questions whilst out in the park ensuring you are a warm and welcoming point of contact</p>
<b>7. Health and Safety</b>	<p>To comply with all health and safety requirements as per the Wildheart Animal Sanctuary Health and Safety Manual</p> <p>Use equipment such as radios and ensure use with due care and attention</p>
<b>8. Training</b>	<p>Attend formal and informal training as required. Identify additional training with your Head of Department for professional development</p>

<b>Person Specification Details</b>	
<b>Experience</b>	<p>At least 2 years' experience in a public facing role</p> <p>Experience of communicating with people of all ages and from a diverse range of backgrounds</p>
<b>Knowledge</b>	<p>A passion for our natural world and some animal knowledge would be beneficial.</p>
<b>Skills and Abilities</b>	
<b>Visitor communication</b>	<p>Good understanding of the role of the sanctuary and the mission of the Wildheart Trust</p> <p>Excellent customer service skills</p> <p>Exceptional people skills including a positive, friendly and approachable attitude at all times.</p> <p>An enthusiastic personality with the ability to engage and hold the interest of a wide and diverse range of people and age groups</p> <p>Passionate about the natural world</p>

	A desire to help people get the most from their visit
<b>Positive Attitude</b>	Positive, proactive 'can do' attitude Kind and helpful in everything you do
<b>Outside work</b>	Willingness to work outside in all weathers
<b>Reliability &amp; flexibility</b>	Reliable with a strong work ethic The flexibility to be able to work variable shifts 5 days out of 7 a week
<b>Time Management</b>	Good time management and organisational skills
<b>Teamwork</b>	Actively participates as a member of a team to move the team toward the completion of goals Contributes actively and fully to team projects by working with colleagues collaboratively, working towards consensual solutions that enhance the output of the team Accepts share of workload
<b>Living the values</b>	An understanding of the values and behaviour expected within the role
<b>Charitable outputs</b>	An understanding of how this role supports the delivery of our charitable outputs

<b>Signatures</b>	
Signed: (Line Manager)	Date :
Signed: (Employee)	Date :