



## Job Vacancy Information Pack

### Post: Contact Centre Assistant

**Job Reference: EX481 (please quote on application form)**

This pack contains all the information you need to know when applying for a vacancy at Yorkshire Wildlife Park, included in the sections below:

1. Important Information
  - Useful information about the recruitment process, equal opportunities, company & departmental information.
2. How to apply
  - Accepted methods of application and how to submit.
3. Application form
  - Yorkshire Wildlife Park encourages green practices. Please reduce your ecological footprint by completing the form electronically and returning via email.
4. Job Description
  - A breakdown of the vacancy and what is expected from the successful applicant.
5. Job and Person Specification
  - A list of essential and desirable criteria for the post.

## Important Information

### The Organisation

Since its opening in 2009, Yorkshire Wildlife Park has evolved to become the UK's number 1 on-foot safari. We feature walkthrough exhibits that take the guest directly into the world of the animals. A dynamic centre for conservation and welfare, the park currently has around 558 animals across 58 different species. With a 5-year masterplan in place, the park is set to expand creating more ground-breaking animal reserves as part of a multi-million pound, unique and innovative development.

### Equal Opportunities

Yorkshire Wildlife Park is committed to equal opportunities in all aspects of recruitment and employment.

Job descriptions and person specifications define the qualification, experience and other skills required for the post and will only include those factors which are necessary and justifiable on objective criteria for the satisfactory performance of the job.

As part of our commitment to equal opportunities we are monitoring job applications for equality purposes. To help us in our endeavours we ask you to complete an equal opportunities monitoring form at the end of the job application



form. The equal opportunities monitoring form will be detached from your application form, stored separately and used solely to provide statistics for monitoring purposes.

### **Yorkshire Wildlife Park's Mission Statement**

To create a dynamic, interactive experience and regional centre of excellence for the conservation of biodiversity globally and locally that is sustainable both for the environment and the business. To promote a wider understanding of the natural world and inspire generations to support and protect the world around them.

### **Sales & Marketing at Yorkshire Wildlife Park**

The Sales & Marketing Department in which the Contact Centre sits covers the general promotion and upsell of the park. The work carried out by the department covers all potential customer experience prior to visiting Yorkshire Wildlife Park and the Contact Centre strive daily to exceed customer expectation. The department is responsible for ensuring friendly and professional communication is made in a timely manner and play pivotal role in driving the business.

### **Use of Curriculum Vitae (CVs)**

Our policy is to recruit and employ our employees on the basis of their suitability for the vacancy.

An application form allows us to compare individuals based on the same criteria and as such we do not accept a CV unless it is accompanied by a fully completed application form.

### **Shortlisting**

To ensure that the people we employ are matched to the role and our business aims, we operate a robust shortlisting procedure which involves a two-stage interview process. Candidates should ensure before they apply for a position with YWP, that as a minimum they meet the essential criteria outlined in the person specification.

Due to the volume of applications we receive, it is our policy not to inform candidates who have not been shortlisted to interview stage. If you do not hear from us within one month of the closing date, we will have decided not to take your application any further.

### **Pre- employment Checks**

All offers of employment are made subject to the following criteria:

Proof of eligibility to work in the UK and two satisfactory references



## How to Apply

All applicants are required to fully complete the YWP application form in order to be considered for any vacancy. You should refer to the person specification when completing Section 5 of the application form as this is the criteria we use to measure you against.

Complete application forms should be returned to the HR Department by midnight of the closing date specified. Late applications will not be accepted under any circumstance.

Yorkshire Wildlife Park promotes green practices, please support us in our endeavours by completing the application form electronically and returning via email.

A CV can be used as a supportive document to the application form but cannot be used to replace any part of the application form. Applicants who have used their CV to replace parts of the application form will have their application rejected.

Complete application forms should be returned to the HR Department via email:

[recruitment@yorkshirewildlifepark.com](mailto:recruitment@yorkshirewildlifepark.com)

## Application Form

The YWP application form is available to download from the vacancies page of our website in pdf and word format.



## Job Description

<b>Job Title:</b>	Contact Centre Assistant
<b>Reporting to:</b>	Contact Centre Supervisor/ Deputy Supervisor
<b>Department:</b>	Sales & Marketing

### Primary Responsibilities

- Ensure all customer questions and queries are dealt with in a timely manner.
- Upsell Yorkshire Wildlife Park products relevant to the enquiry.
- Maintain an excellent level of customer service in order to exceed expectations.

### Key Work Objectives

- Responding to all incoming calls, emails, web messages and social media enquiries.
- Recognise potential sales and booking opportunities.
- Assist in the continued development of group and experience booking processes.
- To assist in the monitoring of adoption and animal experience sales.
- Liaise with Accounts on payments, pro-formas and financial reporting on group visits.
- Create quotes, orders and invoices where required.
- General administration support for the smooth running of the department.
- To proactively approach groups and tour operators to identify potential sales.
- Outbound calling to promote sales opportunities to current visitors and potential customer groups.
- Administration of the booking system in regard to products and events.
- Recognise potential sales and booking opportunities.
- Assist in the Guest Experience team as and when required.

### General

- Maintain high levels of professionalism, service and personal appearance.
- Undertake any other reasonable duties which may be requested of you by the management team.
- To be responsible, along with other staff members, for compliance with health and safety regulations for yourself, other staff and visitors.



## Job Specification

<b>Job Title:</b>	Contact Centre Assistant
<b>Reporting to:</b>	Contact Centre Supervisor/ Deputy Supervisor
<b>Working Hours:</b>	Contracts available ranging from 20 – 40 hours per week. Working hours will be scheduled in accordance with business requirements and will include weekends, bank holidays and occasional evening work.
<b>Hourly Rate:</b>	£8.23 if you are aged 16-20 years £9.68 if you are aged 21 years or over
<b>Contract:</b>	Permanent (subject to the successful completion of a probationary period)
<b>Purpose of role:</b>	To use a variety of communication methods to provide an exceptional customer service experience.

### **Main Duties & Responsibilities:**

- Utilise a variety of communication channels to answer customer queries.
- Consistently deliver exceptional guest care, exceeding expectations wherever possible.
- Upsell Yorkshire Wildlife Park products relevant to the enquiry.

### **Candidate:**

- Self-starter with the ability to work on own initiative.
- Excellent interpersonal skills.
- Customer service centric approach to work.
- Excellent verbal and written communication skills.
- Must be flexible and able to work during our peak times which include weekends, bank holidays and school holidays.

**Start Date:** As soon as possible

**Closing date for applications:** 29<sup>th</sup> May 2022



## Person Specification

**Job Title: Contact Centre Assistant**

Assessment Criteria	Essential (E) Desirable (D)
<b>Experience</b>	
Working in a customer service environment	E
Working in a sales environment	D
Working towards call centre KPI's	D
Working in a self-lead environment	D
<b>Skills/ Abilities</b>	
Excellent communication skills both written and verbal	E
Personable and enthusiastic	E
Competent with the basic use of Microsoft Excel and Word	E
Excellent telephone manner	E
To multitask and organise multiple jobs at any one time	E
Ability to understand and analyse the requirements of the customer and offer the relevant product	D
<b>Knowledge</b>	
Administration of a booking system	D
Use of various social media platforms	D
<b>Qualifications</b>	
Maths – GCSE grade C or above (or equivalent qualification)	D
English – GCSE grade C or above (or equivalent qualification)	E
Accredited customer service qualification	D