

Guest Services Assistant

Reports to: Duty Manager

Preferred Start: TBC

Scope of the Role

The core focus of the Guest Services Assistant (GSA) role is to ensure the complete delivery and satisfaction for every customer entering the attraction and supporting the overall smooth operation of the attraction. The GSA needs to consistently deliver an impeccable level of customer service, unique to every customer's needs and to be focussed on delivering enjoyment to each and every guest.

The role requires the GSA to be responsible for delivering great guest experiences throughout the attraction across all internal floors and galleries of the attraction and to ultimately follow through with the sales execution across all secondary spend areas, such as Retail and in the welcome areas. As well as looking after guests within the exhibition a key part of the role is to actively seek additional volume by way of leafletting and sharing brand awareness. The GSA will contribute to achieving daily sales targets, as well as up selling items/products throughout the attraction, using their own direct sales initiative to fulfil the need of and acquire the trust of each individual guest.

The GSA is accountable for all activity/actions taken in their designated areas (galleries, ticket scanning, audio guides, retail, welcome area) ensuring that areas are safe, clean and presentable, whilst providing a level of service that excels in every regard. Adapting to change and being a versatile team player is key, whilst remaining fully attentive to all guests and fellow staff members.

The GSA team form an integral part of the Health and Safety of all guests and provide support in areas such as emergency evacuations, lost children and first aid.

Qualifications & Experience

- Previous experience in a face-to-face, customer service and sales-based environment – preferably in the tourism, leisure and/or entertainment industry.
- Cash handling experience preferable.
- Naturally an optimist, possessing high-energy levels at all times, with the ability to demonstrate a genuine interest and have an empathy with all guests.
- Excellent verbal communication in the English language and ideally another language would be preferable.
- Possess the ability to apply one's communication skills to each and every age group, gender, race and disability type.
- The ability to remain calm under pressure, with mixed guest and audiences and also able to manage larger groups/volumes of people.

- Must be able to work in a fast-paced environment, respond positively to spontaneous situations occurring at any time of the day/evening.
 - Must have a flexible approach and attitude to varying shift patterns; able to work evenings, weekends and bank holidays.
 - Must have the ability to multi-task and adapt easily to change.
 - Must have a proactive attitude with regards to customer service and have the ability to approach as well as be approached.
 - Must have a good phone manner.
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