



POSITION TITLE: Guest Relations Specialist
DEPARTMENT: Guest Relations
REPORTS TO: BW Manager

POSITION SUMMARY:

Guest Relations Team Members serve as ambassadors to all Butterfly Wonderland visitors. Guest Relations Specialists are responsible for implementing daily requirements relating to guest entrance, retail store and exit of Butterfly Wonderland, including ticket sales, scanning, general upkeep, annual pass sales, guest traffic flow, and retail sales. Other duties may be assigned as appropriate.

MAJOR DUTIES AND RESPONSIBILITIES:

- As a member of the Guest Relations team, you will lead by example by being patient, kind, humble, respectful, selfless, forgiving, honest and committed when interacting with one another and guests.
- All Guest Relations Specialists must understand the significance of their role and how they can positively impact visitors. Pro-active, friendly communication will be expected at all times, as well as anticipating guests' needs and desires.
- Demonstrate a positive attitude and appearance at all times. Proactively approach, greet, and interact with guests in friendly and courteous manner which support our goals.
- Provide critical visit information, offer assistance and make recommendations to guests regarding exhibits, Animal Ambassador appearances, and additional programs. Listen to guest concerns and work independently to resolve issues in the best interest of the guest and Butterfly Wonderland.
- Accurately and efficiently conduct all sales transactions including tickets, annual pass and any special events.
- Account for all monies, coupons, passes and vouchers received. Ensure end of day close is within accepted guideline as outlined by the Butterfly Wonderland cash handling procedures.
- Actively promote and upsell add on experiences, annual passes, and partner combination tickets (OdySea Aquarium, Mirror Maze).
- Maintain the integrity of the assigned work area, ensuring that it is clean, properly functioning and guest ready. Rectify issues directly when possible or alert Guest Relations leadership if assistance is required to make necessary corrections.
- Attend all Butterfly Wonderland training programs and demonstrate an ongoing understanding of exhibits, programs, visitor information and policies/procedures. Master all required responsibilities of the position
- Uphold merchandising and store cleanliness standards
- Participate in the processing of new shipments and help the team to keep the receiving and back stock area clean and organized
- Responsive of safety issues
- Aid customers in locating merchandise in store, as well as, processing special orders
- Answer customers' questions and provide information on policies and procedures
- Answer questions regarding the store and its merchandise
- Ticket, arrange, and display merchandise to promote sales
- Prepare sales slips or sales contracts
- Clean shelves, counters, and tables
- Exchange merchandise for customers and accept returns

- Work as a member of a team; within the Guest Relations department and the rest of the facility staff. Effectively communicate to peers and leadership information that is relevant to the guest experience.
- Ensure that all safety policies and procedures are followed by both guests and facility team members through constant monitoring of the assigned work area.
- Contribute to a work environment that is satisfying, enjoyable and energetic.
- Comply with safety and security directives, policies and procedures.
- Performs other related duties as assigned.

PHYSICAL AND MEDICAL REQUIREMENTS:

- Ability to stand for long periods of time, as well as walk.
- Ability to use hands to finger, handle, or feel; and reach with hands and arms.
- Ability to balance, stoop, kneel, crouch, climb stairs, or crawl.
- Required to frequently talk and hear.
- No impairment of sight, smell, hearing, touch, balance and agility of movement which might interfere with ability to work.
- Must be able to take directional cues directly or indirectly.
- Ability to work in an environment that may be loud at times.
- Ability to work in all weather conditions, including occasional extreme hot or cold, and wet and/or humid conditions.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Successful completion of a pre-employment drug testing and background investigation.
- Allergies to plants or animals which may interfere with ability to work must be controlled by medication or protective equipment.
- Must be able to push/pull up to 50 pounds.

MINIMUM QUALIFICATIONS:

- High school diploma or equivalent and 1 year previous retail, customer service or attraction experience required. Ticketing experience preferred.
- Friendly, outgoing and proactive approach.
- Ability to learn and perform all Guest Services job functions.
- Ability to work as a member of a team.
- Ability to work a variety of shifts including weekends, evenings and holidays.
- Ability to handle and account for large sums of money.

Must exemplify core fundamentals of the Employee Promise, which states:

- I am empowered to take ownership of any opportunity to exceed expectations.
- I anticipate guest needs and pay attention to the details.
- I treat all internal and external customers with respect.
- I am on stage! (Smile)
- I have an attitude of gratitude.
- I get it right the first time.
- I display actions that are moral and ethical.
- I always provide alternative solutions.
- I am committed to learning every aspect of our product and services.
- I use the 10/5 rule, 10 feet I acknowledge my guest's presence with a smile and at 5 feet. I greet them with a courteous word.
- I use name recognition at every opportunity
- I take personal responsibility for our surroundings.
- I am accountable for my tools and resources.
- I value the contribution of every team member.

Signature

This job description has been approved by all levels of management and Human Resources.

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee _____ Date _____