

# Head of Operations

Job Pack



[www.dartmoorzoo.org.uk](http://www.dartmoorzoo.org.uk)

Dartmoor Zoological Society is a Charitable Incorporated Organisation registered with the Charity Commission for England and Wales under number 1158422 whose registered office is at Dartmoor Zoological Park, Sparkwell, Plymouth, PL7 5DG



## Summary

We are looking for a well-rounded Head of Operations with previous experience in the hospitality sector or similar.

You will lead the team responsible for the customer facing side of the charity and trading subsidiary. This includes customer service, retail sales, events and catering for zoo visitors as well as corporate events and weddings.

## About us

Dartmoor Zoo is set in 33 acres of beautiful wooded countryside on the edge of Dartmoor, in a small village called Sparkwell, just 20 minutes from the city of Plymouth. Plymouth itself has excellent travel links to the rest of the country and is known as the Ocean City of the country.

The charity, Dartmoor Zoological Society, operates Dartmoor Zoo. Its vision is to protect threatened species and enable people to help wildlife thrive.

It aims to promote the conservation, care and breeding of wildlife and endangered species, encouraging and developing public interest in and awareness of the importance of ensuring the survival of species and the diversity of life. It aims to raise awareness and funds for animal conservation, welfare and education projects and to support conservation in the wild and across the world.

The main charity income comes from visitor admissions and donations. The trading subsidiary, Dartmoor Zoological Enterprises, operates the restaurant, retail and events.



## Job description – Head of Operations

**Based:** Dartmoor Zoo in Sparkwell Devon, flexible working given.

**Salary:** Dependent on experience

**Hours:** Full time (37.5 hours per week), including some evenings and weekends. Part time will be considered.

**Annual Leave:** 22 days plus bank holidays pro rata.

**Benefits:** flexible working, enhanced sick pay scheme, free parking, cycle to work scheme, discount in restaurant, giftshop and on experiences, free access to zoo for immediate family, free entrance to other BIAZA zoos.

**Reporting to:** CEO

### Purpose of Job

To be part of the senior leadership team and ensure the smooth running of the customer facing operations, whilst ensuring the generation of income. This includes overseeing visitor services, retail sales, events and catering for zoo visitors as well as corporate events and weddings.

### Role

- Assume overall responsibility as a senior leader within the charity for the customer journey from their first point of contact.
- Strategically develop the department to increase income, whilst maintaining appropriate margins.
- Identify, develop and implement business opportunities to invest in new infrastructure, products or services.
- Be responsible for the department's finances including planning, managing budgets and labour costs, analysing sales figures and forecasting future sales volumes in conjunction with the Head of Finance.
- Support the Events Manager to ensure all aspects of events are delivered effectively, from inception to delivery, post-event requirements and evaluation. This includes safety aspects such as risk assessments, firearms and security for afterhours events.
- Assume overall responsibility for the safe, hygienic, efficient, accurate and presentable service of food and beverages during daily operations and private functions and events.
- Support the Food and Beverage Manager to ensure the catering and menu offerings are appropriate for the zoo visitor and for special events such as weddings and corporate dinners.
- Support the Visitor Operations Manager to ensure good customer journey care and the retail (on site and on-line) is maintained and further developed to optimise profit.
- Develop supplier and corporate relations to benefit the charity.
- Write trustee reports and attend Operations and Trustee meetings.
- Maintain awareness of market trends and monitor what competitors are doing.
- Work closely and communicate with the rest of the Senior Leadership Team to ensure all departments are working well together.



- Support the CEO and bring forward ideas for the long-term master plan to improve the customer experience and ease of operations.

### **People management**

- Provide excellent leadership and communications for the whole department.
- Line manage the Visitor Operations Manager, Events Manager and Food and Beverage Manager, including ensuring they have the appropriate training and resources, undertaking regular appraisals and performing disciplinary action if required.
- Support your managers in their line and task management of the more junior staff in the department. Ensure that appropriate training, budget allowing, is available and provided for all staff in the department.
- Oversee the staffing rota and any resolve resourcing issues across the whole department.
- With the support of the Head of Compliance and Resources and your managers recruit any vacancies in the team. Develop the use of volunteers in the team.

### **Other responsibilities**

- Ensure the site is safe and ready for visitors and that it is secure at the end of day, delegating and assigning actions where required.
- Comply with the Charity's policies, procedures, monitoring and management systems.
- Ensure the Retail Laws, security and health and safety are complied with. Conduct risk and COSHH assessments and ensure these are followed.
- Liaise with relevant regulatory bodies, such as Environmental Health.
- Promote the Charity's Equal Opportunities, Environmental and Health and Safety, and Ethical policies to all staff.
- Undertake any other tasks that may be requested from time-to-time as may be consistent with the nature and scope of the post.



## Person specification

Factor	Essential
Management	<ul style="list-style-type: none"> <li>• experience of being an active, collaborative member of a senior multidisciplinary team developing, directing and implementing strategies.</li> <li>• evidence of building key relationships with team members and CEO.</li> <li>• experience of developing relationships with external organisations.</li> <li>• proven ability to lead a team and effectively manage staff and resources across a widely varying department.</li> </ul>
Professional/technical	<ul style="list-style-type: none"> <li>• degree level qualification, preferably in a hospitality or business related subject.</li> <li>• extensive experience of working in the hospitality and customer service sectors.</li> <li>• a detailed understanding of financial processes and business analysis.</li> <li>• evidence of having added value in operational delivery in a complex organisation.</li> </ul>
Business Awareness	<ul style="list-style-type: none"> <li>• evidence of a creative and entrepreneurial approach, coupled with an understanding of how this should be used within a charity.</li> <li>• an understanding of the context and environment in which the zoo operates.</li> <li>• a well-developed commercial approach, for example in negotiating with suppliers.</li> </ul>
Thinking Skills	<ul style="list-style-type: none"> <li>• robust analytical skills.</li> <li>• the ability to absorb information, critically evaluate it and make well considered succinct and well-argued recommendations, sometimes in uncertain circumstances – orally and in writing.</li> <li>• strong use of data and evidence in developing positions.</li> </ul>
Personal Effectiveness	<ul style="list-style-type: none"> <li>• demonstrate a high level of personal drive, energy and commitment.</li> <li>• work effectively and confidently without ambiguity and uncertainty.</li> <li>• work flexibly, openly and in particular collaboratively and in a way that is responsive to the needs of internal and external stakeholders.</li> <li>• be a natural communicator.</li> <li>• bring highly developed interpersonal and relationship building skills, and work co-operatively and effectively with a range of internal staff.</li> <li>• effectively plan and organise, and to set and work to deadlines.</li> <li>• present complex information, simply and effectively, to all levels either individually or in groups, orally or in written form.</li> <li>• drive for continuous improvement personally and across the team.</li> </ul>