



## **JOB DESCRIPTION**

### **SEAL BOAT SHOP & TICKET OFFICE ASSISTANT**

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**ACCOUNTABLE TO:**           **RETAIL & MARINE MANAGERS**  
**LOCATION:**                   **Seal Trips Dept., Dunvegan Castle & Gardens**

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#### **JOB SUMMARY**

To assist with the smooth running of the Seal Trips Shop & Ticket Office, and the booking phone line. To ensure that the shop and ticket office run efficiently, effectively, and profitably by promoting Loch cruises, seal and fishing trips as well as the range of merchandise on offer in the shop.

To assist the Seal Boat Crew with helping our visitors into and out of the life jackets we provide.

Liaise with the crew to notify them of customer queue lengths, and any Loch cruise or fishing trip sales enquires.

To generate sales at this busy marine hub by giving our trademark warm Highland Welcome to visitors to the 5\* standard they expect.

#### **RELATIONSHIPS:**

The Seal Trips Shop & Ticket Office Assistants reports to the Retail Manager who has operational responsibility for all retail activities on the MacLeod Estate, and the Marine Supervisor who oversees marine side of this dept.

To perform any other duties outwith this remit as may be reasonably requested by your line managers, including providing temporary/lunch cover at other retail outlets within the MacLeod Estate.

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#### **KEY RESULT AREAS**

- To assist the Retail Manager in maximising the profitability of the retail activities
  - To provide excellent customer service
  - To achieve the highest standards in presentation and merchandising
  - To maintain good working relationships with all MacLeod Estate Staff.
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#### **DUTIES AND RESPONSIBILITIES**

##### **SALES & MERCHANDISE**

- To ensure that all merchandise is clearly and accurately priced.

- To display merchandise to the highest possible standard in line with Retail Strategy Guidelines ensuring that all displays are well-stocked, and that merchandise is displayed to its best advantage.
- Maximise retail sales in the Seal boat Shop by working to agreed sales targets.
- Use selling skills to assist the customer in making their purchases.
- To ensure that all-relevant and up-to-date point-of-sale material is in use.
- Maximise sales of seal boat trips and fishing trips/cruises in collaboration with the Marine Supervisor and boatmen.
- Develop knowledge of all the visitor facilities at the Castle & Gardens to assist visitors with their visit and cross-promote other parts of the Estate's businesses.

## **ADMINISTRATION AND FINANCE**

- To use cash registers in accordance with MacLeod Estate policies and procedures
- To assist with stock-takes and stock counts as required by Retail Manager
- To take the necessary precautions to ensure the security of all monies, under your control as well as all information and information systems.

## **CUSTOMER SERVICE**

- To ensure that all customers and visitors are given our trademark warm Highland Welcome and are dealt with courteously and efficiently in accordance with MacLeod Estate principles and our 5\* guidelines.
- Ensure each passenger for the seal boat and/or fishing trips/cruises are given a lifejacket and relevant safety information, according to guidance provided by the Marine Supervisor.
- Be able to use the radio to communicate with the boatmen at all times.
- Respond to enquiries for information face-to-face and over the telephone.
- Ensure any complaints are dealt with swiftly and courteously and resolved in such a way that the image and reputation of the MacLeod Estate is not compromised.

## **HEALTH & SAFETY**

- Ensure that the Health and Safety Regulations are observed as set out by the MacLeod Estate H&S Policy in accordance with its statutory obligations – this includes marine safety.
- Observe appropriate hygiene regulations in relation to consumables on sale.

## **GENERAL**

- To promote and protect the image, policies, and work of the MacLeod Estate.
- Attend induction and on-going training as required to meet the requirements of the post.
- To undertake any other duties that may reasonably be requested by the Retail Manager.

## **SKILLS**

- Self-motivated with a 'can do' positive attitude.
- Natural ability to engage with people and achieve high standards of work.
- Attention to detail.
- Strong interpersonal skills
- Cash-handling and touchscreen till operations skills are required, for which training will be provided.
- Excellent interpersonal skills – essential for this customer facing role.
- Good time management.
- Ability to perform under pressure and meet deadlines within a team environment.

## **KNOWLEDGE**

- Good knowledge of the seal colony and other wildlife interest/habitat - essential
- Interest in and knowledge of Dunvegan Castle & Gardens – essential
- Computer literacy – Word, Excel, Retail Stock Monitoring Systems – essential

## **EXPERIENCE**

- Proven track record in a customer-facing role – essential
- Experience in a similar marine-based customer environment - desirable
- Providing information to visitors/customers from a diverse background - essential
- Confident in handling conflict and unhappy customers - essential