

Visitor Services Associate

Summary:

Wildlife Prairie Park, a 2,000-acre zoological park located outside Peoria, IL, is home to over 150 animals and 50 different species native to Illinois. The park promotes its mission of conservation, education, and recreation. We are seeking a **part-time Visitor Services Associate** to create a warm, welcoming environment for guests and deliver exceptional customer service. This position will provide many duties to enhance the overall guest experience, including educating guests about park activities, lodging, events, and amenities, ensuring a memorable and engaging experience for all visitors.

As a key point of contact for visitors, the Visitor Services Associate ensures each guest has a personalized, enjoyable, and memorable experience. Working closely with volunteers, this role embodies Wildlife Prairie Park's commitment to connecting people with nature and providing exceptional service. By leading by example, the Visitor Services Associate inspires volunteers and staff to consistently deliver excellence.

Essential Duties and Responsibilities:

- **Welcoming Guests:** Provide a friendly and enthusiastic greeting to all visitors, ensuring their needs are met upon arrival.
- **Providing Information:** Offer expert knowledge about park attractions, daily schedules, lodging, and recreational activities.
 - Assist guests with planning their visit, including recommending activities, trails, and lodging options and return trip planning.
 - Provide directions and help guests navigate the park.
 - Address special requests, such as information on accessibility, group activities, or event bookings.
 - Help guests coordinate schedules for guided tours, train rides, or other time-sensitive activities.
- **Promote and Drive Sales**
 - Actively engage with guests to identify their needs and recommend appropriate park services, activities, memberships, and products. Utilize cross-selling techniques to maximize revenue opportunities while meeting or exceeding the key performance indicators established by park leadership.
- **Collaborating Across Departments:**
 - Work closely with the marketing, events, education, and operations teams to ensure accurate and timely information is provided to guests.
 - Serve as a liaison between departments to assist in fulfilling guest needs, such as coordinating event details or lodging arrangements.
 - Communicate guest feedback and suggestions to relevant departments to help improve the overall visitor experience.
 - Assist by helping at the ticket gate, snack shack, or adventure store.

- **Working with Volunteers:**
 - Collaborate closely with volunteers serving as Visitor Center Ambassadors to ensure they are informed and confident in their roles.
 - Set a positive example by consistently demonstrating exceptional customer service and professionalism.
 - Provide guidance and support to volunteers, fostering teamwork and ensuring a welcoming environment for all visitors.
- **Promoting Opportunities:**
 - Share information about recreational activities like hiking, kayaking, fishing, laser tag, yoga, mountain biking, frisbee golf, and seasonal programs.
 - Promote memberships, gift certificates, and volunteer opportunities.
 - Highlight educational programs and special events such as Critters and Coffee/Critters and Cookie.
 - Encourage interest in lodging options and venues for weddings, birthdays, retreats, and holiday celebrations.
- **Engaging with Guests:** Build meaningful interactions by answering questions, solving problems, and ensuring visitors have a seamless experience.
- **Thanking Guests:** Express gratitude to visitors for their patronage, ask for feedback, and promote converting daily admission into memberships.
- **Maintaining Expertise:** Stay informed about park offerings, policies, and updates to provide accurate and timely information to guests.

Qualifications:

- Exceptional interpersonal and communication skills with a friendly, professional demeanor.
- Passion for delivering outstanding customer service and ensuring guest satisfaction.
- Ability to lead by example, demonstrating professionalism, enthusiasm, and dedication to the park's mission.
- Ability to work collaboratively with volunteers and staff to create a positive and welcoming environment.
- Highly organized, detail-oriented, and able to manage multiple priorities in a fast-paced environment.
- Basic computer and point-of-sale system proficiency preferred.
- A genuine interest in wildlife, nature, and conservation is a plus.