



Position Description **Membership Sales Associate**

Seasonal – part time hours

Updated: August 2018

Come join us at the Reid Park Zoological Society!

Reid Park Zoological Society is seeking a Membership Sales Associate. The Society is a 501(c) (3) nonprofit organization whose mission is to support, advocate for and enhance the value of Reid Park Zoo and its mission to encourage commitment to the conservation of biological diversity and to provide educational and fun experiences for visitors of all ages. Reid Park Zoo is the largest attended cultural attraction in Southern Arizona with approximately 500,000 visitors annually. Be a part of a vibrant, growing organization as Reid Park Zoo implements an exciting master plan that will be investing over \$60M in new exhibits over the next ten years. To apply, please forward a resume to hr@reidpark.org No phone calls or visits please.

Overview: Responsible for sales and promotion activities conducted at the front gate of Reid Park Zoo. Implement Reid Park Zoo promotion plan to convert Zoo visitors into Zoo members which will meet both personal and business goals of expanding customer base in the area. Work to acquire high quantities of members added while delivering quality customer service to Zoo guests.

Reports To: Membership Coordinator

Responsibilities:

Membership sales

- Responsible for the sales of Zoo Membership by recruiting Zoo visitors to purchase membership for Reid Park Zoo. This entails face to face sales during the busy season at Reid Park Zoo admissions gates.
- Demonstrate effective selling skills and product knowledge in all areas that allows Sales Associate to give effective presentation of what the different levels of Zoo Membership have to offer Zoo visitors.
- Complete understanding of pricing and membership benefits.
- Ability to carry on a friendly conversation with potential customers among Zoo visitor base.

- Maximize opportunities in the process of closing a sale resulting in increasing the number of total Membership to the Reid Park Zoo.
 - Assist in the implementation of company marketing plans as needed
 - Responsible for directing potential customers to other resources such as membership booth, www.reidparkzoo.org, etc.
 - Responsible for identifying and reporting effective strategies, problems, concerns that occur to the Membership Coordinator.
 - Demonstrate the ability to present Zoo membership in a persuasive manner, close the sale, cashier and give sincere representation of Reid Park Zoo.
- **Administrative Functions**
Perform duties in accordance with RPZS policies and cash handling procedures.

Provide excellent customer service as a component of all job duties.
- **Other Duties as Assigned**

Preferred Qualifications, Skills and Abilities

- Six months experience in sales or recruiting
- Experience with outdoor promotions or face to face marketing
- Willingness to work outside, work on weekends, display friendly attitude, and have goal orientated motivation to sell.
- Ability to work outdoors in a range of weather conditions and temperatures.
- Ability to bend and lift 20lbs.
- Demonstrated critical analysis, customer service, problem solving, conflict resolution, decision making, leadership, team building, time management, and motivational skills.
- Demonstrated ability to tactfully handle stressful situations, negotiate and resolve conflicts, maintain confidentiality and to respect and observe organizational protocol.
- Demonstrated ability to establish and maintain effective working relationships with all levels of RPZS and RPZ staff as well as diverse volunteers, donors, community partners, vendors and others.
- Able to work flexible work schedule and adjust as required.

Reviewed By:	Signature	Date
Employee:		
HR Director:		