



Job Vacancy Information Pack

Post: Communication & Admin Assistant

Job Reference: **FZ2106 (please quote on application form)**

This pack contains all the information you need to know when applying for a vacancy at Fife Zoo. Included in the sections below:

1. Important Information
 - Useful information about the recruitment process, equal opportunities, the company and department information.
2. How to apply
 - Accepted methods of application and how to submit an application.
3. Application form
 - Fife Zoo encourages environmentally friendly practices. Please complete your application electronically and return via e-mail.
4. Job Description
 - A breakdown of the vacancy and what is expected from the successful applicant.
5. Job and Person Specification
 - A list of essential and desirable criteria for the post.

Important Information

The Organisation

Thank you for your interest in the advertised vacancy. Since we opened our gates to the public in 2015, Fife Zoo has been constantly evolving and striving to become the best little zoo in Scotland. Through our walkthrough and immersive exhibits, our visitors are taken on a journey into the heart of Africa. With over 40 animals across 10 different species and ethical and sustainable catering and retail outlets, we aim to provide a quality, value-for-money experience that excites and inspires our visitors.

Equal Opportunities

Fife Zoo is committed to equal opportunities in all aspects of recruitment and employment. Job descriptions and person specifications define the qualifications, experience and other



skills required for the post and will only include those factors which are necessary and justifiable on objective criteria for the satisfactory performance of the job.

As part of our commitment to equal opportunities we are monitoring job applications for equality purposes. To help us in our efforts we ask you to complete an equal opportunities monitoring form at the end of the job application form. The equal opportunities monitoring form will be detached from your application form, stored separately and used solely to provide statistics for monitoring purposes.

Fife Zoo's Mission Statement

To promote the conservation of biodiversity through education, research and our own passion for the natural world. For a diverse and sustainable natural world where people, plants and wildlife co-exist.

Business & Administration department at Fife Zoo

The Business & Administration department is responsible for information management systems, HR & payroll, health & safety, and communications. The Communications & Admin team are responsible for the smooth-running of the zoos internal and external communications and general office administration.

Use of Curriculum Vitae (CV's)

It is our policy to recruit our employees based on their suitability for the vacancy.

An application form allows us to compare individuals based on the same criteria and as such we do not accept a CV unless it is accompanied by a fully completed application form.

Shortlisting

To ensure that the people we employ are matched to the role and our aims as a business, we operate a robust shortlisting procedure which involves a two-stage interview process. Candidates should ensure before they apply for a position with Fife Zoo, they must meet the essential criteria outlined in the person specification and are available to attend interviews on the dates outlined on the job specification.

Due to the volume of applications we receive, it is our policy not to inform candidates who have not been shortlisted to interview stage. If you do not hear from us within one month of the closing date, we will have decided not to take your application any further.

Pre- employment Checks

All offers of employment are made subject to the following criteria:

1. Proof of eligibility to work in the UK;
2. Two satisfactory references.



How to Apply

All applicants are required to fully complete the Fife Zoo application form to be considered for any advertised vacancy. You should refer to the person specification when completing the application form, as this is the criteria we use to measure you against.

Complete application forms should be returned to the Zoo by midnight of the closing date specified. Late applications will not be accepted under any circumstance.

Fife Zoo promotes green practices. Please support us in our endeavours by completing the application form electronically and returning via email.

A CV can only be used as a supportive document to the application form and cannot be used to replace any part of the application form. Applicants who have used their CV to replace parts of the application form will have their application rejected.

Complete application forms should be returned to the Zoo via the below means:

Email: working@fifezoo.co.uk

And if email is unavailable

Post: Fife Zoo, Birnie Field, Kinloch, Ladybank, Fife, KY15 7UT

Application Form

The Fife Zoo application form is available to download from the vacancies page of our website in pdf and word format.



Job Description

Job Title: Communication & Admin Assistant
Reporting to: Office Manager / Directors
Department: Business & Administration

Primary Responsibilities

- Answer incoming calls and messages and assume other reception duties.
- Develop, support and promote company goals, including message development, content creation and social media outreach.
- Ensure all digital marketing content aligns with the brand's identity and message and assist with marketing campaigns as needed.

Key Work Objectives

- Generate email, reports and memos when appropriate.
- Answer incoming calls, emails and messages from visitors.
- Maintain a clean, tidy, and well organised office.
- Implement and monitor programmes as directed by management and see programmes through to completion.
- Develop and disseminate public relations materials that increase company visibility.
- Identify target audiences and create strategies to effectively engage visitors.
- Content creation for company website social media accounts, including organising cross-platform content strategies.
- Develop content calendars on a weekly and monthly basis.
- Assist with capturing and analysing metrics.
- Assisting the Visitor Experience department as and when needed.

General

- Maintain high levels of professionalism, service and personal appearance.
- Undertake any other reasonable duties which may be requested of you by the management team.
- To be responsible, along with other staff members, for compliance with health and safety regulations for yourself, other staff and visitors.
- To support the zoo's environmental practices in your day-to-day operations.



Job Specification

Job Title:	Communication & Admin Assistant
Reporting to:	Office Manager / Directors
Working Hours:	Basic of 25 hours per week scheduled in accordance with the business requirements. To include some weekends and bank holidays as required. Hourly.
Rate:	£6.56 - £8.91 per hour gross
Contract	Permanent (subject to the successful completion of a probationary period).
Purpose of Role:	To support the Business & Administration department in achieving its strategic objectives.

Main Duties & Responsibilities

- Answer incoming calls and messages.
- Content creation for company website social media accounts.
- Develop and disseminate public relations materials
- Maintain a clean, tidy, and well organised office.

Candidate

- Excellent communication skills, written and verbal.
- Personable and enthusiastic.
- Trustworthy and honest.
- Previous experience working in an office environment.

Start Date: As soon as possible

Closing Date for Applications: 14th May 2021

Interviews to be Held: **First Stage Interviews** will be held on 19th May 2021 followed by **Second Stage Interviews** held on dates to be confirmed.



Person Specification

JOB TITLE: COMMUNICATION & ADMIN ASSISTANT

Assessment Criteria	Essential (E) Desirable (D)
Experience	
Working in a busy office environment	E
Working with graphic design packages software	E
Working in a customer service environment	E
Content management (Social media & Wordpress)	D
Managing online booking systems	D
Skills / Abilities	
Excellent communication skills, both written and verbal	E
Ability to understand and analyse the requirements of the customer.	E
Ability to use your own initiative	E
Highly organised	E
Ability to multi-task and manage multiple jobs at one time	E
Knowledge	
Basic understanding of health and safety requirements	E
I.T. skills, including Word and Excel	E
Understanding of social media platforms	E
Basic understanding of Wordpress	D
Qualifications	
National 5 A-C level (in numeracy and literacy)	E
SVQ Digital Marketing (Level 6)	D
SVQ Business and Administration (Level 6)	D