

Rethinking Recruitment for Tourism

Retail Sales
Assistant
Fictitious



Rethinking Recruitment for Tourism

Fictitious

Role Profile Retail Sales Assistant

Job title

Retail Sales Assistant

About Us – Why work with Glenrua National Park?

We are one of Ireland's most scenic and iconic destinations, surrounded by acres of magnificent wildlife, flora and fauna.

- **Investing in Our People**-At Glenrua National Park, we believe that great experiences start with great teams. We are committed to supporting our staff in delivering exceptional customer service every day. Professional development and career progression are a key focus, and we actively encourage our team members to grow and develop within the organisation.
- **A Workplace Surrounded by Nature**-Our park is set within beautifully landscaped gardens and natural woodland, offering a peaceful and inspiring work environment that contrasts with the pace of city life. We also provide flexible working hours to help our team maintain a healthy work-life balance.
- **Opportunities to Grow and Develop**-With a wide range of departments across Glenrua National Park, there are many opportunities to gain experience and explore different career paths. Team members can gain experience across areas such as finance, marketing, food and beverage, events, sustainability initiatives, and social media, helping you build valuable skills and expand your career.
- **A Diverse and International Environment**-Glenrua National Park welcomes visitors from all over the world through partnerships with international tour operators. This creates a vibrant, multicultural workplace where staff interact with colleagues and guests from a wide variety of cultural and linguistic backgrounds. We also celebrate global cultures through our attraction and retail event programmes.
- **Our Commitment to Sustainability**-Sustainability is at the heart of everything we do. Our Green Code guides our environmental practices, and staff are encouraged to work alongside our "Green Rangers" to support our carbon reduction goals. Team members are given opportunities to lead initiatives, share ideas, and participate in our ongoing journey towards becoming carbon neutral across the park, its gardens, and our visitor experience.



Rethinking Recruitment for Tourism

Job summary

Glenrue National Park is the second largest National Park in Ireland, The park covers 170 square kilometres of hillside above [Glenrue Castle](#).

This is a full time role; 39 hours per week on a 5 over 7 day basis on a fixed term contract for 12 months.

The Retail Assistant is responsible for delivering excellent customer service, maintaining shop floor stock levels, and carrying out daily cashier duties. The role involves supporting and communicating with relevant teams within Glenrue National Park to ensure the smooth and efficient delivery of an exceptional retail brand experience.

If you enjoy a challenge and are target driven, then this role could be for you.

The role involves:

- Deliver best-in-class customer service to all visitors and customers.
- Maintain best practice standards for shop floor stocking, product presentation, and pricing.
- Create innovative and visually appealing merchandising and shop layouts.
- Carry out daily shop set-up and close-down procedures, including cashier duties, in line with standard operating procedures.
- Participate in and contribute to the organisation's social media activities where appropriate.
- Assist with customer promotions and in-store campaigns.
- Support accurate stocktakes in accordance with the organisation's stock control policies and procedures.
- Contribute to the organisation's sustainability initiatives, policies, and best practices.
- Assist with monitoring customer behaviour and gathering insights to improve the visitor experience.
- Provide support to other teams within the visitor attraction, undertaking additional duties as required to ensure the smooth and efficient operation of the organisation.

Rethinking Recruitment for Tourism

Job requirements

Essential Criteria

- Previous experience in a customer service and/or sales role.
- Good numeracy skills and confidence handling transactions.
- Fluent in English, with effective communication skills.
- Ability to work effectively as part of a team.
- Demonstrated strong observation skills.
- Excellent attention to detail.
- Ability to prioritise tasks and multitask in a fast-paced environment.

Desirable Criteria

- Relevant retail and visual merchandising qualifications.
- Previous retail experience.
- Previous tourism or visitor attraction experience.
- Knowledge of a second international language (in addition to English and Irish).
- Previous experience in social media marketing and sales.
- Experience using EPOS systems and other IT/stock management systems.
- Experience working with CRM systems.
- An interest in and flair for gardening design, interiors, books, or giftware.

Job benefits

This is Retail with a difference!

Retail within tourism gives you the opportunity to experience a new industry while continuing to develop your retail career.

Our benefits package includes:

- Flexible 9am–7pm schedule, 5 days over 7, with advance shift notice for work–life balance.
- Free onsite parking and complimentary snacks & beverages during shifts.
- Staff discounts: 15% off retail, 10% for family, plus 20% off café items (4–6pm).
- Annual afternoon tea voucher for you and a guest.
- Career support: quarterly reviews, professional development, and training opportunities.
- Uniform dry cleaning support.
- Annual bonus based on sales, team development, and customer service targets.

Commented [AH1]: Have broken out this into Essential & Desirable and reworked these quite a bit, would like second opinion these all make sense for a role like this

Commented [AH2R1]:

Commented [AH3]: Have broken out this into Essential & Desirable and reworked these quite a bit, would like second opinion these all make sense for a role like this

Commented [JK4R3]: I think this is the right move, I've changed the wording slightly.

Rethinking Recruitment for Tourism

Call to action

Contact us by phone, email us at welcome@glenruanationalpark.ie, text or what's app to 08X XXX XXXX to set up a time to meet us or reach out to us on our #newjobs post on our Facebook page @glenruannationalpark

Pay range information.

We provide competitive rates of pay, ranging from €XX.XXph - €XX.XXph, depending on experience, rising to €XX.XXph post successful completion of in company training opportunities.

Don't be a stranger, we can't wait to meet you!

