

WESTON-SUPER-MARE TOWN COUNCIL

JOB DESCRIPTION

Post Title:	Visitor Information Centre Supervisor (Seasonal)
Hours:	20 hrs per week - variable hours, to include evenings and weekends
Grade:	JG4 (SCP 18-21)
Responsible to:	Tourism Manager
Responsible for:	Casual staff, Volunteers & Work Experience
Location:	Visitor Information Centre, Weston-super-Mare

Management and Relationships

The post will report directly to the Tourism Manager and act as a key member of the Visitor Information Centre team supporting the aims and objectives of Love Weston.

The postholder will supervise the operation of the Visitor Information Centre with a small team and liaise and network with a wide range of internal and external stakeholders including customers, colleagues, partner organisations, volunteers, businesses and the public.

Purpose of Job

To ensure the delivery of a professional visitor information service at our seasonal in-resort facility on the seafront. There will be a strong focus on customer service, sales support and supervision.

Specific Responsibilities and Objectives

Visitor Information Centre

- Acting as the first point of contact in the provision of visitor information i.e. responding to face to face, telephone, email and website enquires.
- Supporting the work of the Tourism Manager – to include rota setting, sales support and stock control.
- Assisting with general enquiries and dealing with related communication and administration requirements of the Visitor Information Centre.
- Providing general administration duties i.e. enquiry logging and ensuring queries are actioned or communicated to the appropriate body.
- Ensuring all team members have the appropriate level of skills and knowledge to deliver a professional visitor information service.
- Building good working relationships with the VIC staffing team by ensuring good communication, co-operation and participation in team meetings.
- Making suggestions and contributions as part of a team to the improvement and development of the facility.
- Responsible for accurate cash handling, till input and readings and compliance with end of day procedures.
- Responsible for stock control, replenishment and end of day/week sales and stock procedures.

- Ensuring the VIC is kept clean, tidy and safe for visitors.
- Liaising with the Tourism Marketing Officer to ensure visitor information centre TV screens, window, internal advertising boards and noticeboards are up to date and display relevant information.
- Forward advertising enquiries and completed sales to the Tourism Manager.
- Processing sales and supporting the team effort in achieving quarterly targets.
- Maintaining up to date working files, and updating sales, stock and customer databases as required.
- Promoting the benefits of the Love Weston website and Accreditation Scheme.
- Supporting the work of Love Weston on tourism initiatives as designated within the annual performance plan e.g. promotional initiatives and campaigns.
- Collating market research information i.e. surveys/questionnaires as directed.
- Attend meetings of the Tourism and Leisure Committee as required, when the Tourism Manager is unavailable.

General

- Act as Designated Person and key holder responsibilities for the Visitor Information Centre, including coordination of fire evacuation as necessary, opening and closing and ensuring the centre is secure at all time.
- Comply with record keeping procedures in relation to finance, administration & health and safety.
- Adhere to the Council's 'Management Standards', H & S requirements and the principles of the Council's Equality and Diversity Policy.
- Undertake any such training as directed by the Tourism Manager.
- Adhere to North Somerset Council's Fire Management Policies and Procedures.
- Undertake any other duties as reasonably directed by the Tourism Manager.