

## **WESTON-SUPER-MARE TOWN COUNCIL**

### **JOB DESCRIPTION**

**Post Title:** Casual Staff (Visitor Information Centre)

**Hours:** Variable hours

**Grade:** NMW

**Responsible to:** Visitor Information Centre Supervisor

**Location:** Visitor Information Centre, Weston-super-Mare

#### **Management and Relationships**

Working as part of a team to provide visitor information services and support the aims and objectives of Visit Weston.

#### **Purpose of Job**

The role forms part of a small team providing visitor information services within a seasonal public facing facility. There will be a focus on achieving sales and processing them from point of sale to invoice stage.

#### **Specific Responsibilities and Objectives**

##### **Visitor Information Centre**

- To act as the first point of contact in the provision of visitor information i.e. responding to face to face, telephone, email and website enquires.
- To provide general administration duties i.e. enquiry logging and ensuring queries are actioned or communicated to the appropriate body.
- To assist customers with advertising enquiries and follow up by sending advertising rates and special offers.
- To process advertising sales for Visit Weston as part of a team.
- To ensure the use of designated sales documentation and adhere to Council administrative and financial processes.
- To forward completed sales to the Visitor Information Centre Supervisor to enable website listings to be uploaded in a timely manner.
- To maintain up to date working files and update sales and customer databases as required.
- To promote the benefits of the Visit Weston website and Accreditation Scheme.
- Assist with general enquiries, arranging appointments and dealing with related communication and administration requirements of the Visitor Centre.
- To support the work of the Destination Marketing Team on tourism events/initiatives as designated within the annual performance plan e.g. promotional events.
- To collate market research information i.e. surveys/questionnaires as directed

## **General**

- Provide information and assistance to members of the public as a representative of Weston-super-Mare Town Council, as required.
- Comply with record keeping procedures in relation to finance, administration, health and safety and data handling.
- Adhere to North Somerset Council's Fire Management Policies and Procedures.
- Adhere to the principles of Equal Opportunities, Equality & Diversity, Health & Safety, Data Policies and Council Policy at all times.
- Undertake such training as directed by the Visitor Information Centre Supervisor/Tourism Manager.
- Undertake any other duties as reasonably directed by the Visitor Information Centre Supervisors/Tourism Manager.
- Assist with the Council's civic and community programme where needed.