

WESTON-SUPER-MARE TOWN COUNCIL

JOB DESCRIPTION

Post Title:	Visitor Information Centre Supervisor (Seasonal)
Hours:	25 hrs per week - variable hours
Grade:	JG4
Responsible to:	Tourism Manager
Responsible for:	VIC Staff (Assistants, Casuals, 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 Visit 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

- 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 VIC TV screens, window and internal advertising boards are up to date and display relevant Visit Weston Partner information.
- Forward advertising enquiries, leads and completed sales to the Tourism Manager.
- Maintain regular liaison with the Tourism Marketing Officer on advertising campaigns, market research initiatives i.e. customer questionnaires, focus groups and consultation exercises for identified tourism projects.
- 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 Visit Weston website and Accreditation Scheme.
- Supporting the work of Visit 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 for the VIC, including coordination of fire evacuation as necessary, opening and closing and ensuring the centre is secure at all times.
- Comply with record keeping procedures in relation to finance, administration, H & S, safeguarding and data handling.
- Adhere to the Council's 'Management Standards', H & S, Equal Opportunities, Equality & Diversity, H & S, Safeguarding and Data policies.
- 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.
- Assist with the Council's civic and community programme where needed.