

WESTON-SUPER-MARE TOWN COUNCIL

JOB DESCRIPTION

Post Title: Visitor Information Assistant (Seasonal Contract)

Hours: 20 hrs per week - variable hours

Grade: JG2

Responsible to: Visitor Information Centre Supervisor

Location: 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.

The postholder will be required to liaise and network with a wide range of stakeholders including customers, colleagues, partner organisations, volunteers, businesses and the public.

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 strong 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 potential Visit Weston Partners with advertising enquiries and follow up by sending partnership packs, advertising rates and special offers.
- To process advertising sales and achieve quarterly targets for Visit Weston as part of a small dedicated 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 Information 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 and initiatives.
- To collate market research information i.e. surveys/questionnaires as directed.

General

- Act as a key holder for the Visitor Information Centre.
- To comply with record keeping procedures in relation to finance, administration, health and safety and data handling.
- To adhere to North Somerset Council's Fire Management Policies and Procedures.
- To adhere to the principles of Equal Opportunity, Equality & Diversity, Health & Safety, Safeguarding and Data Policies.
- To undertake such training as directed by the Visitor Information Centre Supervisor/Tourism Manager.
- To undertake any other duties as reasonably directed by the Visitor Information Centre Supervisor/Tourism Manager.