

## Role Description

**Role Title:** Casual Tourist Information Centre Assistant

**Location:** Yeovil (Petters Way) and Cartgate Tourist Information Centre

**Grade:** 2

### Main purpose

To provide a high quality information service to all customers at the Tourist Information Centres.

### Key tasks

1. To provide relevant, current tourist information and advice to enquiries from visitors to the office and also to those received by email and telephone, and to keep accurate statistics and records.
2. To initiate sales of local books, maps, tickets and merchandise ensuring targets are met and that accurate and clear financial records are maintained.
3. To monitor stock levels of saleable goods and advise Supervisor when re-ordering is required. To undertake regular stock checks.
4. To ensure literature holders are always full, to re-order free publications when required and to create attractive, informative and accessible displays.
5. To ensure that all customers receive the highest standard of customer care and to encourage visitors to give feedback by completing visitor satisfaction surveys.
6. To promote South Somerset as a quality year round destination and to encourage the use of the centre by visitors, residents and the tourism trade.
7. To maintain and develop local and national reference material in a systematic and easily identifiable manner and to build up a comprehensive source of information on the local area including updating lists held on the computer.
8. To carry out administrative tasks as directed by the Supervisor to ensure the smooth running of the Tourist Information Centre including using relevant information technology.
9. To update the Discover website with events and visitor information and to provide relevant and engaging material on the Tourism social media platforms.
10. To provide sickness and holiday cover whenever possible at Yeovil and Cartgate TIC.
11. To undertake any other duties relating to the work of the Tourism Unit which may reasonably be directed by the Supervisor or Leisure and Recreation Manager.

## Personal Specification

### Professional and educational qualifications

Essential	Desirable
Literate & numerate	Min 5 GCSE passes or O level equivalent

### Experience

Essential	Desirable
Customer contact face to face, Telephone, Email	Previous TIC experience
	Previous retail experience
	Updating of websites and use of social media

### Key Skills

Essential	Desirable
Communication & customer service skills	Selling Skills
Cash Handling	
Good team member	
Good communicator	
Possess self -confidence & integrity	
Ability to be flexible	

### Knowledge

Essential	Desirable
Local knowledge of South Somerset & Somerset	Knowledge of the south west of England