

Lancaster City Council - Job Description

Job Title:	Visitor Information Assistant	Grade:	GG56	Job Code:	CEC0037
Job Family:	Customer & Support Services	Job Family Group:	Visitor Services	Reports to:	Visitor Information Centre Manager
Line manages:	N/A				

Job Summary

Based within Morecambe and Lancaster Visitor Information Centres, you will provide exceptional standards of customer service offering our customers a variety of products including retail sales, ticketing and a box office service and tourism information to enhance their experience of the area

Direct Responsibilities

Visitor Information Duties

- Oversee the work of the casual Visitor Information Centre assistants
- Constantly update and research knowledge of the area in order to meet requests from personal visits, phone calls, emails and correspondence
- Provide a professional efficient and effective information service to the public, by demonstrating a commitment to outstanding customer care and a top quality service
- Undertake handling of cash and credit cards, operate a cash register and card payment machine and balance daily takings
- Work as part of a team promoting local tourism, via a range of channels including face to face enquiries, by telephone, online and via social media
- To advise customers on places to visit, things to see and do – locally, regionally and nationally
- Maintain records of visitor numbers and monitor statistics relating to personal visits, mail and telephone calls
- Update and monitor the VIC social media channels and website

Retail Offer

- Undertake tasks such as the sale of theatre, attraction and venue tickets, issuing of travel passes, accommodation and holiday bookings, selling publications and souvenirs, map reading, providing directions and responding to public transport timetable enquiries
- Ensuring high levels of customer satisfaction through excellent sales service
- Maintaining outstanding and visual merchandising standards in the Visitor Information Centre
- Undertake handling of cash and credit cards, operate a cash register and card payment machine and balance daily takings

Box Office/Ticketing Service

- Operate the web-based box office system, booking tickets for various venues across the district, selling tickets to customers in person, by post, on-line and by telephone
- To ensure that the Box Office/Ticketing Service provides a high level of customer care at all time.
- Supporting the event organisers by promoting the service and tickets available via social media

Lancaster City Council - Job Description

General

- To ensure all staff offer a high standard of customer service
- To ensure high standards are kept throughout the department in line with all Environmental Health Regulations
- Deal with accidents, incidents and complaints in the appropriate manner and ensure details are recorded on the appropriate recording sheets
- All other general duties commensurate with the grade, as requested by line manager

Primary Objectives

- Number of visitor enquiries
- Income generated via retail sales and ticket sales

Staff Management Responsibilities

N/A

Knowledge & Educational Requirements

Specialised knowledge:

- Retail experience and upselling skills
- Awareness of local accommodation facilities and attractions
- Experience of work in a retail sales environment
- Experience of using computer and box office systems
- Experience of using social media channels and engaging customers via social media posts

LCC specific knowledge:

- Understanding, implementation and adherence to Lancaster City Council's policies and procedures.
- Understanding, implementation and adherence to Our Values.
- Understanding of the post holder's own and their team's contribution to the Council's Corporate Plan.

Other Requirements

The post holder will be required to work at both Lancaster and Morecambe Visitor information Centres. You may also be required to attend other locations to support tourism promotions

You may also be required to work occasional evenings and bank holidays when required. You must be available to provide cover at both Visitor Information Centres. You may occasionally have responsibility for the security of the building

As a normal part of your job, you will be expected to routinely undertake corporate activities on behalf of your Service. This will include undertaking corporate roles and project work, as long as it is appropriate to grade of the post

You will be expected to undertake any training and development appropriate to the current and future needs of the post

Lancaster City Council - Job Description

This role is public facing therefore the ability to converse at ease with members of the public and provide advice in accurate spoken English is an essential part of the role. In this instance a role is classed as public facing if, as an intrinsic part of the role there is a requirement to regularly speak to members of the public in English

Additional information

General Statement

The above duties and responsibilities do not include or define all tasks that may be required of you. Duties and responsibilities may vary without changing the general character or grade of the role.

As a normal part of your job, you are expected to routinely undertake corporate activities on behalf of your Directorate, appropriate to grade of the role.

Learning and Development

You are expected to undertake any training and development appropriate to the current and future needs of the post.

Health & Safety at Work

All members of staff are responsible for fulfilling their health and safety roles and responsibilities, as outlined in the Job Description above. It is the employee's responsibility to ensure that they are familiar with the Council's health and safety policy, procedures, work instructions and relevant risk or other health and safety assessments pertinent to their work tasks, and that they carry out their work tasks in accordance with the significant findings of such.

Equal Opportunities

Lancaster City Council is an Equal Opportunities employer and has equal opportunities policies with which you are expected to comply at all times. The City Council condemns all forms of harassment and is actively seeking to promote a workplace where employees are treated with dignity, respect and without bias.

Community Safety

Section 17 of the Crime and Disorder Act requires local authorities to consider the community safety implications of all their activities. Officers of Lancaster City Council should have an awareness of community safety and consider any community safety implications within their own area of responsibility.

Safeguarding

Lancaster City Council delivers a range of services and activities that impact on the lives of children both directly and indirectly. Safeguarding children, ensuring their welfare, safety and health is of paramount importance. We are committed to providing safe and supportive services that will give children the opportunities to achieve their full potential.