

Northumberland County Council
JOB DESCRIPTION

Post Title:	Tourist Information Officer	Director/Service/Sector: Culture, Leisure & Tourism		Office Use
Band:	5	Workplace: Morpeth Chantry TIC		JE ref: 1914
Responsible to: Strategic Tourism Project Manager		Date: March 2023	Manager Lever: N/A	HRMS ref:
Job Purpose: To contribute to a high quality service for customers, visitors, residents and businesses, by assisting with day-today management of tourist information centre operations and contributing to the Visit Northumberland visitor experience strategy.				
Resources		Staff	Tourist Information Supervisors and Assistants	
		Finance	Ensuring cash, credit/debit card payments are correctly attributed to accounts and services.	
		Physical	Ensuring any data is input and maintained accurately. Careful use of allocated tools, equipment and facilities.	
		Clients	Council employees, members of the public, public, private and voluntary sector organisations	
Duties and key result areas: <div>1. To ensure the smooth and efficient daily operation of the tourist information centre's frontline services, including security and maintenance of buildings and equipment.</div> <div>2. Day-to-day supervision of staff providing frontline services to users, including assisting with recruitment, training and development, to ensure the highest standards of service and delivery. To be ready to share learning with others.</div> <div>3. Day-to-day supervision of Tourist Information Supervisor (Band 4) roles and their staff at Seahouses and Craster Tourist Information Centres.</div> <div>4. Support for Visit Northumberland engagement activities to grow the support the strategic, engagement and marketing operations of the organisation to support visitor economy businesses</div> <div>5. To supervise the fulfilment of stock management processes e.g. stock presentation, ordering and replenishment.</div> <div>6. Contribute to achieving income and performance targets and provide administrative support to the needs of the service including stock and cash handling procedures and records</div> <div>7. To monitor and contribute to increasing the sales of goods and services in conjunction with the sales development coordinator.</div> <div>8. Assist in the monitoring of relevant budget headings, to ensure effective spend against established targets and compliance with financial regulations.</div> <div>9. Conduct risk assessments and ensure that staff understand and follow healthy and safe working practices.</div> <div>10. To act as local lead on area specific projects involving long term planning, communications and project management to include, but not limited to, desktop maps, Tourist Information Point signage and other activities to support the Visit Northumberland operation.</div> <div>11. Provide accurate and up to date information and advice to assist visitors in using the tourist information centre and its facilities either in person, in writing, by telephone or electronic means with the aim of satisfying enquiries within a single contact.</div> <div>12. Promote, sell and provide information on local tourist attractions, accommodation and facilities in order to assist customers, using maps, timetables, reference materials and visitnorthumberland.com as appropriate. Proactively ensure that the information being used is accurate and signposting to Visit Northumberland partners.</div> <div>13. Ensure those customers requiring assistance within the premises receive it and to be involved with promotional activities as appropriate.</div>				

14. Utilise relevant ICT systems to maintain accurate and up to date records, events, statistical information in order to provide information, access to services, advice and support for users
15. Liaise with internal and external partners to build relationships, solve enquiries and provide feedback on services.
16. Provide quality services that comply with customer needs. Maintain high standards of customer care at all times and promote a culture of service excellence, including taking cognisance of comments and complaints and acting on feedback given. To work with customers to meet and enhance their needs.
17. In conjunction with the Strategic Tourism Project Manager, continually review, develop and improve systems, processes and services to actively contribute to the continuous improvement of the service.
18. To respect the Council's Equality & Diversity Policy and be responsible for promoting and participating in the achievement of the Directorate Equality & Diversity Action Plan.

The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post and the grade has been established on this basis.

Work Arrangements

Transport requirements:	Some travel between contact centres and one stop shops may be required.
Working patterns:	May include evenings, weekends and Bank Holidays
Working conditions:	Office based.

Northumberland County Council
PERSON SPECIFICATION

Post Title: : Tourist Information Officer		Director/Service/Sector: Transformation Group – Customer and Cultural Services		Ref: 1914
Essential		Desirable		Assess by
Knowledge and Qualifications				
<ul style="list-style-type: none">❑ Relevant qualification in tourism, hospitality or retail.❑ An awareness of and interest in the current issues facing the council and the services it provides.❑ Appreciates the relationship between customer care, cost, quality and performance.❑ Willing to undertake professional study where required.		<ul style="list-style-type: none">❑ GNVQ level 2 in Tourism or Customer Care❑ ECDL, CLAIT or equivalent❑ Knowledge of a foreign language		Application A, B Sight of original certificates A, B Interview
Experience				
<ul style="list-style-type: none">❑ Experience working in direct contact with the public in a frontline customer service capacity giving help, advice and information.❑ Proficient in using IT word processing, database and spreadsheet packages.		<ul style="list-style-type: none">❑ Dealing with a wide range of services❑ Dealing with others at different organisational levels❑ Experience working in a retail environment❑ Experience of managing or supervising staff		Testing B Application A, B C, D, E, F, G Reference A, B Interview
Skills and competencies				
<ul style="list-style-type: none">❑ Is customer focused and responsive in the delivery of service, seeing the service from the customers perspective.❑ Project Management skills.❑ IT literate and knowledge of information management systems❑ Administration skills - ability to input, extract, interpret and record information from manual and computerised information sources❑ Communicates clearly, both orally and in writing❑ Ability to ensure tasks are completed to time and standard❑ Able to organise own workload and prioritise.❑ Able to work methodically❑ Skills in language, arithmetic and filing.		<ul style="list-style-type: none">❑ Negotiation skills❑ Excellent interpersonal skills and ability to communicate with a variety of people in writing, face to face and on the telephone		Application A Interview B, C, D, E, F Testing A Interview
Physical, mental and emotional demands				

<ul style="list-style-type: none"> <input type="checkbox"/> Excellent verbal communication skills with the ability to facilitate open discussion in order to determine service provision requirements <input type="checkbox"/> Must be able to work as part of a team <input type="checkbox"/> Enthusiastic and committed <input type="checkbox"/> Proactive approach to problem solving and customer care <input type="checkbox"/> Ability to work calmly and accurately under pressure <input type="checkbox"/> Flexible approach <input type="checkbox"/> Usually works in a standing and seated position. Some walking, stretching or lifting 		
Motivation		
<ul style="list-style-type: none"> <input type="checkbox"/> A corporate orientation and commitment to tackling issues across departmental boundaries. <input type="checkbox"/> Dependable, reliable and good time keeper. <input type="checkbox"/> Encourages and displays high standards of honesty, integrity, openness and respect for others. <input type="checkbox"/> Helps managers create a positive work culture in which diverse individual contributions and perspectives are valued. <input type="checkbox"/> Proactive and achievement orientated <input type="checkbox"/> Works with minimal supervision 		Application Interview: A, B, C, D, E. F
Other		
<ul style="list-style-type: none"> <input type="checkbox"/> Flexible working as determined by the requirements of the service. Weekend, bank holiday and evening working may be required. <input type="checkbox"/> Ability to meet the physical requirements of the post. <input type="checkbox"/> Ability to meet the transport requirements of the post. <input type="checkbox"/> Ability to work at other service points as required. 		Interview A, B