

**Northumberland County Council**  
**JOB DESCRIPTION**

|   |   |   |                          |                     |
|---|---|---|--------------------------|---------------------|
| <b>Post Title:</b>  | TIC Assistant   | <b>Director/Service/Sector Place</b> – Leisure Culture & Tourism  |                          | <b>Office Use</b>   |
| <b>Band:</b>  | 3   | <b>Workplace:</b> TIC centres in local area   |                          | <b>JE ref:</b> 1187 |
| <b>Responsible to:</b> Tourist Information Officer  |   | <b>Date:</b> March 2010   | <b>Manager Level</b> n/a | <b>HRMS ref:</b>    |
| <b>Job Purpose:</b> To contribute to the promotion of a comprehensive tourist information services to residents and visitors in Northumberland and to assist in the day to day operations of the Tourist Information Centre.  |   |   |                          |                     |
| <b>Resources</b>  | Staff   | None.   |                          |                     |
|   | Finance   | Minor responsibility for handling payments, raising orders or processing invoices in a particular area of work. |                          |                     |
|   | Physical  | Use of PC and entering of data into systems. Stock control.   |                          |                     |
|   | Clients   | Visitors and representatives from local businesses and organisations  |                          |                     |
| <b>Duties and key result areas:</b>   |   |   |                          |                     |
| <div>1. Represent the Tourism and Information Service in day-to-day contacts with customers, in a friendly and efficient manner, presenting a positive image of the service.</div> <div>2. Answer telephone calls, assist visitors, take messages and answer all enquiries on a wide range of tourist information issues in a helpful and efficient manner</div> <div>3. Promote accommodation, attractions and services information to residents and visitors and keep up to date with events and activities in the area.</div> <div>4. Actively promote sales of information, literature, gifts and souvenirs and to maintain, replenish and merchandise all stock and information.</div> <div>5. Use maps and information to direct visitors and residents to local attractions and amenities.</div> <div>6. Use electronic accommodation and information systems including Destination Management Software and Northumberland County Council's website and update information for these systems as required.</div> <div>7. Carry out cash reconciliation and banking processes as required.</div> <div>8. Participate in training and development and attend relevant exhibitions and other events.</div> <div>9. Assist in the organisation of promotional distributions and other external events and ability to showcase information to maximum benefit.</div> <div>10. Carry out general administrative work to support the operations of the tourist information centre.</div> <div>11. Assist in the development of policies and procedures, delivery of strategies, promotion and funding initiatives. All to bring the service's business plans and objectives into effect.</div> <div>12. Capture, record and manipulate service and client data, using ITC systems, in accordance with service procedures, to assist in the production of timely and accurate management information.</div> <div>13. Maintain appropriate work records, to the required service standards, observing data protection, privacy and confidentiality rules and procedures.</div> <div>14. Adopt effective and constructive relationships with colleagues and external contacts, in order to promote effective partnership arrangements, for the delivery of high quality services.</div> <div>15. Other duties appropriate to the nature, level and grade of the post.</div> |   |   |                          |                     |
| <b>Work Arrangements</b>  |   |   |                          |                     |
| Transport requirements:   | Some travel to other work sites, area offices or training venues throughout the County and occasionally further a-field.<br>Some standby or call out arrangements may apply.  |   |                          |                     |
| Working patterns:   | Hours and times of work will vary from time to time and can include weekends and bank holidays.<br>Rotas and hours worked can vary between seasons throughout the year.<br>Uniforms may be supplied and should be worn at all times where applicable. |   |                          |                     |
| Working conditions:   | Lone working conditions can apply and staff should be aware of the lone working policy.   |   |                          |                     |

Northumberland County Council  
**PERSON SPECIFICATION**

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|--|---|------------------|
| <b>Post Title:</b> TIC Assistant   | <b>Director/Service/Sector: – Leisure Culture &amp; Tourism</b> | Ref: 1187        |
| <b>Essential</b>   | <b>Desirable</b>  | <b>Assess by</b> |
| <b>Qualifications and Knowledge</b>  |   |                  |
| Good general level of education with good literacy and numeracy skills including GCSE Mathematics and English Language qualifications to grade C or above, or equivalent qualification.<br>Willingness to undertake professional study and evidence of ongoing continuous personal development.  | NVQ qualification in tourism or related discipline              |                  |
| <b>Experience</b>  |   |                  |
| Recent experience in a retail environment or similar customer focussed area<br>Experience in word processing, spreadsheets and database systems  | Experience in using Microsoft Office and Oracle applications.   |                  |
| <b>Skills and competencies</b>   |   |                  |
| Effective IT skills and ability to understand the use of ITC to achieve work objectives.<br>Confident and competent in expressing own views.<br>Numerate and able to analyse complex business related statistics.<br>Excellent customer care skills<br>Ability to relate effectively with a wide range of customers.   |   |                  |
| <b>Physical, mental and emotional demands</b>  |   |                  |
| Works from a standing and seated position with some need to walk, bend or carry items.<br>A great deal of contact with the public on a daily basis.<br>May be required to work alone for extended periods.   |   |                  |
| <b>Motivation</b>  |   |                  |
| Pleasant and courteous manner.<br>Dependable, reliable and a good timekeeper.<br>Displays and encourages high standards of honesty, integrity, openness and respect for others.<br>Helps managers to create a positive work culture, in which diverse, individual contributions and perspectives are valued.<br>Able to work with a mentor but with only general direct supervision. |   |                  |
| <b>Other</b>   |   |                  |
|  |   |                  |

Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (q) personality questionnaire (g) assessed group work, (p) presentation, (o) others  
e.g. case studies/visits