

LEOMINSTER TOWN COUNCIL



Leominster Tourist Information Centre

Job Description

Post Title: Tourism & Media Assistant

Responsible to: Tourist Information Centre Manager

Grade: SCP 5-6

Hours per week: 20

Working pattern: Monday – Saturday (alternate Saturdays) Possible leave and sickness cover will be required.

General description of role: Assisting with the day to day running of the Tourist Information Centre(TIC), with special responsibility for maintaining Town Council (TC) and Tourist Information Centre Websites and social media.

Main duties and responsibilities:

1. Assist the TIC Manager in the day to day running of the TIC, including supporting the volunteers, cascading information and ensuring the health and safety requirements of the building.
2. Assist with serving visitors and other customers, including booking accommodation, National Express and other box office events, using the 'Ticketsource' system.
3. Assist with ensuring the shop front is kept neat and tidy, well-stocked and appealing to customers. This includes the outside space in front of the building.
4. Handle telephone, e-mail and written enquiries in a professional manner. Offer back-up to the volunteers serving customers in the Tourist Information Centre.
5. Ensure displays are well-stocked and cared for.
6. Handle cash and card payments, including over the phone. Reconciliation at the end of the day using the electronic till.
7. Monitor incoming bed-bookings through the on-line Air B&B system and follow through with the in-house booking procedure, using the Citrix system. This involves entering the bookings online, notifying customers and editing information on Air BnB.
8. Maintain personal and professional development to meet changing demands of the job. Participate in appropriate training activities.
9. This post has shared responsibility, with another TIC assistant, to compile an accurate list of local events and input them on to our Tourism website using 'Tockify'. An events list also has to be e-mailed to the members of the Tourism Association each month. This will necessitate creating posters and announcements to go on our social media pages, including Facebook, Twitter and Instagram accounts.
10. To work with other staff members to develop and implement communication and marketing strategies for TIC and TC projects, events and services.

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11. To develop and circulate publicity and marketing materials for TIC and TC projects, events and services and to provide event support when required.
12. To submit articles from various members of staff to the Leominster News on a monthly basis, within the deadline.
13. To maintain and update both the Town Council and Tourist Information Centre websites, in compliance with website and publishing accessibility guidelines and the Town Council Communications Policy.
14. To ensure that the TIC and TC social media accounts are kept updated with engaging content and information.
15. To be aware of, and adhere to, GDPR policies.
16. To be responsible for the lawful sale of alcohol on the premises and complete the appropriate training.

General

17. To work as a team member with the whole TC staff team.
18. To complete mandatory training requirements as agreed with Town Clerk, keeping appropriate records.
19. To undertake other training and CPD as agreed with Town Clerk.
20. To observe and implement all relevant safety, hygiene, health, fire safety and other statutory standards and rules
21. To attend and participate in relevant internal and external meetings in connection with the responsibilities of this post
22. To carry out such duties not listed above that may be reasonably requested by the Town Clerk, commensurate with the post.

Notes

23. An annual appraisal will be carried out
24. Staff members must behave in a responsible and professional manner at all times, as representatives of the Town Council
25. Staff must use equipment and tools responsibly and in accordance with operating instructions, reporting faults and problems to the Town Clerk
26. Staff shall communicate politely and professionally at all times with TC members, TC staff, contractors and members of the public
27. Staff shall not disclose or discuss confidential or sensitive information relating to Town Council business, its members or its staff.

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