

1. JOB DESCRIPTION – TOURIST INFORMATION COORDINATOR

2. INTRODUCTION/ROLE PURPOSE

The Tourist Information Centre is funded and managed by Bishop's Stortford Town Council and provides information and services for tourists, visitors and local residents planning visits to their own or other parts of the country. The visitor's impression of the Tourist Information Centre, its services and the local area, are as much influenced by the staff as by any other factor. The welcome given by Tourist Information Centre staff is often taken to reflect the attitude towards visitors amongst the local population and the Tourist Information Centre is judged by how efficiently and effectively their needs are met.

In addition to providing information to townspeople and visitors, the staff of the Tourist Information Centre play an important role in supporting the organisation of public events and street markets within the town. The role holder will be expected to assist with the organisation of specified events and markets from time to time.

3. PRINCIPAL RESPONSIBILITIES

Provision of information

- Respond to a wide range of enquiries in person, telephone, email and social media, using a wide range of resources on behalf of Bishop's Stortford Town Council and the Tourist Information Centre
- Deliver an exceptional level of customer service, deal with customer queries and complaints

Administration

- Operate office administration for Box Office and Ticket Sales
- Responsible for cash handling and till operation including debit / credit cards
- Undertake weekly banking and complete associated reports
- Administer and organise event and market bookings
- Identify, implement and monitor opportunities to improve services and raise revenue

Project work

- Produce the monthly What's On guide
- Organise and compile the accommodation guide
- Coordinate and edit the town guide
- Design and create seasonal literature

Retail sales and stock control

- Generate sales of maps, guides and other souvenirs and promote attractions in and around Bishop's Stortford
- Generate sales of accommodation reservations and local box office
- Sell advertising space within the accommodation guide to local accommodation owners
- Control and order annual stock and sales items within budget set by council
- Order leaflets/brochures
- Review and optimise the stock offering for customers based on patterns and buying trends
- Fix retail prices of goods and organise discounts and seasonal offers
- Manage the online shop
- Complete the annual stock check and all associated paperwork

- Manage and maintain the computerised stock system
- Monitor supplier invoices, review for anomalies and take action to correct. Produce sales reports

Marketing

- Create and manage diverse and engaging social media platforms and the website for the Tourist Information Centre, Bishop's Stortford Town Council and associated events
- Promote our services to, and engage with, the local community
- Develop a relationship with other operators and partner organisations
- Create and implement a marketing strategy and shape a brand identity for the Tourist Information Centre
- Distribute leaflets to promote services
- Create and design advertising material
- Promote products instore and via other platforms
- Create a diverse range of creative and effective window displays and displays throughout the store

Events and Markets

- Support the organisation and administration of public events and markets
- Support the organisation and administration of civic events
- Plan and run customer events at the Tourist Information Centre

Other

- Undertake such other duties as reasonably requested

Hours

37 hours per week average 5 days a week 09.00-17.00 (to include one Saturday a month)

Pay and Benefits

£16,354-£17,316 per annum depending on skills and experience

The Council offers a defined contribution pension scheme and 25 days paid leave per year plus eight statutory public holidays