

SOUTH DERBYSHIRE DISTRICT COUNCIL

JOB DESCRIPTION

DIRECTORATE:	Place and Prosperity
SERVICE:	Economic Development and Growth
POST TITLE:	Visitor Information Assistant
GRADE:	Scale 3
REPORTS TO:	Visitor Information Manager

JOB SUMMARY:

To support the work of the Economic Development and Growth Service and the implementation of its strategy, through attracting visitor spend to South Derbyshire, Derbyshire and the National Forest, focusing upon the provision of visitor information.

You will be required to work on Saturdays, plus occasional Sundays, evenings and Bank Holidays as advised.

MAIN DUTIES AND RESPONSIBILITIES:

To respond to enquiries from residents and visitors and promote South Derbyshire, Derbyshire and the National Forest as an attractive destination for visitors, particularly those staying overnight.

Specific Duties

To research, source, collate and organise information (including books, maps, timetables, brochures, leaflets, information sheets, websites and local knowledge) to ensure that information available to visitors is up-to-date, accurate, timely and as comprehensive as possible.

To maintain knowledge of local events, attractions, transport services, and places to eat, stay and shop likely to be of interest and use to leisure and business visitors.

To be the first point of contact for face-to-face, online, letter and telephone enquiries from local, national and international visitors on all aspects of planning a visit to or stay within South Derbyshire, Derbyshire and the National Forest.

- providing local and sector-specific knowledge, advice and information.
- helping to identify options for travel, accommodation and things to do.
- promoting accommodation, attractions, events, eating out and other services.
- assisting with and directly undertaking bookings.
- resolving problems and conflicts.

To be responsible for opening and closing the Visitor Information Centre in the absence of the Visitor Information Manager.

To maintain visitor information on websites, including those of partner organisations

To promote South Derbyshire, Derbyshire and the National Forest on social media, researching and distributing information, responding to visitor enquiries and interacting with visitor economy businesses.

To produce and publish event guides, marketing materials and tailor-made information sheets and itineraries for sale or free distribution.

To provide a secure and accurate sales service and manage financial transactions including the validation of credit card sales and balancing of receipts to sales, involving:

- publications, maps, postcards, gifts and souvenirs.
- tickets for events, travel and attractions.
- coach trip bookings.

To ensure that the public area of the Visitor Information Centre is appropriately well-stocked, tidy and that displays are up to date, including assisting with monitoring stock and information leaflets/brochures and ordering as appropriate.

To contribute to the identification and introduction of appropriate new information and sales items to deliver a high-quality service and increase income.

To engage in distributing materials at additional information points elsewhere, at off-site stands, shows, tours and events as and when required.

To prepare mailshots and distribute information.

To ensure that content held on databases is kept up-to-date.

To contribute to business newsletters to engage visitor economy businesses and encourage:

- uptake of business support opportunities available to new and existing enterprises.
- involvement in visitor economy-related events and activities.
- participation in marketing campaigns, including joint promotions between businesses.
- uptake of training and development opportunities.
- exchange of information and best practice.
- contribution of content to promotional activities.

To provide research, support and administration functions for the Visitor Information Manager, including:

- collating statistics and maintaining records on spreadsheets and databases.
- researching information for marketing and development projects.
- proof-reading new brochures, leaflets and maps.
- receiving, sorting, distributing and despatching mail.

To participate in the introduction, maintenance and development of new systems, policies and procedures aimed at improving service delivery.

General

To support the achievement of the Council Plan, observe Corporate Values and promote environmental sustainability.

Provide advice, information and attend meetings and training as required.

Exercise stewardship of the highest order in relation to budgets and other resources in pursuance of the Council's aims and objectives and in accordance with the Council's Standing Orders and Financial Regulations, including the co-ordination, production, management and monitoring of the service's budget and performance.

To adhere to and ensure the appropriate compliance with the Council's Health & Safety Policy.

To support, promote and comply with the Equality, Diversity and Inclusion Strategy

To comply with the Employee Code of Conduct and Ethics Standards.

To respect the sensitivity and confidentiality of any information that they may have access to regarding clients/customers in adherence with the Data Protection policies of the Council.

To undertake such other duties as may be prescribed from time to time that is commensurate with the experience of the post holder and the grading of the post.

Date Issued: December 2024

Issued by: Head of Economic Development and Growth