Chesterfield Borough Council
JOB DESCRIPTION

POST TITLE          Apprentice Visitor Information and Sales Assistant
GRADE               In accordance with the Apprenticeship Framework
SERVICE             Customers, Commissioning and Change
LOCATION            Chesterfield Visitor Information Centre
RESPONSIBLE TO      Visitor Information & Museums Supervisor

RESPONSIBLE FOR

MAIN PURPOSE OF JOB
To welcome visitors to the Chesterfield Area, provide them with information and services to enhance the quality of their visit, and to be an ambassador for the town including Chesterfield Theatres.

DUTIES AND RESPONSIBILITIES
Duties and responsibilities must be undertaken to comply with Council policies/procedures.

1. Provide a comprehensive and high quality information service on Chesterfield and the surrounding area to both residents and visitors, in person, by telephone and by electronic means.

2. Sell services and tickets for Chesterfield Theatres.

3. Encourage people to visit Chesterfield, stay longer in the area, make the most of their visit and contribute to the town’s economy.

4. Sell a range of publications, souvenirs, theatre tickets, coach tickets and other items as appropriate

5. Ensure that all sales are accurately recorded and reconciled, in accordance with the Council’s financial regulations.

6. Operate the Destination Management System and undertake database maintenance, and to utilise the Content Management System for the Chesterfield tourism website.

7. Input data for events, places to eat, retail outlets, attractions and accommodation.

8. Provide general tourist information on the United Kingdom to both residents and visitors.

9. Maintain and develop information retrieval systems for leaflets and brochures, and ensure adequate stock levels of promotional literature and saleable items.
10 Ensure that all display areas, including the retail display, are up to date, tidy and attractive.

11 Attend familiarisation visits to local attractions and venues/conferences as requested.

12 Undertake general administration duties.

13 To be aware of and comply with all relevant Council policies.

SPECIAL FEATURES OF POST

1 You may be required to carry out those duties at your present workplace or at another Council site.

2 Working regular Saturdays and Bank Holidays, and some Sundays and evenings, as required.

3 Working additional shifts or amending regular rotas to cover holidays, training and sickness absence.
PERSON SPECIFICATION

POST TITLE  Visitor Information and Sales Assistant  SERVICE  CCC

SKILLS/KNOWLEDGE/ABILITIES

Essential

1. A positive and enthusiastic attitude and the ability to communicate effectively, both in writing and orally
2. A good general knowledge of Chesterfield and the surrounding area
3. To be able to work on own initiative and as part of a team
4. Good numeracy skills with an attention to detail
5. Good IT skills and a knowledge of Microsoft Office
6. An interest in the history of Chesterfield
7. An adequate knowledge of the geography of the United Kingdom

Desirable

1. A second language (including British Sign Language)
2. Ability to work with databases

EXPERIENCE

Essential

1. Previous experience in a customer care environment

QUALIFICATIONS/TRAINING

Essential

1. Good level of general education including GCSE Maths and English grade 4 (GCSE C or above).

Desirable

1. St John Emergency Aid for Appointed Persons