

# Person Specification

Job Title: Visitor Services Manager and Business Development Officer

Post No. TIC 1

## Experience

Requirement	Criteria
Working within a tourism/customer service related business – ideally a tourist information centre or visitor attraction	Essential
Familiarity with general office procedures	Essential
Working in a management role	Essential
Working collaboratively to deliver projects	Essential
Budget management	Essential
Carrying out and implementing risk assessments	Desirable
Working in retail, managing stock, using tills and card payment facilities	Desirable
Working in a seaside location, preferably with experience of marketing and promotions	Desirable
Working in local government or other public body	Desirable
Organising community events/educational initiatives	Desirable
Leading an organisation and/or a team through a period of change	Desirable
Use of databases e.g. destination management system, bookings system	Desirable

## Qualifications/Training

Requirement	Criteria
GCSE A-C (or equivalent) including English and Maths as a minimum	Essential
First aid certificate (or willingness to undertake training)	Essential
Customer service qualifications e./g. Welcome Host (or willingness to undertake training)	Essential
Further/Higher educational qualifications (A levels/Degree) or equivalent	Essential
Management qualification in tourism, retail or business	Desirable
ECDL or equivalent	Desirable

## Aptitude and Abilities

Requirement	Criteria
Ability to work with and lead a team	Essential
Ability to use own initiative with minimal supervision, and take decisions where appropriate	Essential
Ability to think creatively	Essential
Ability to deal with complaints and confrontational situations calmly and professionally	Essential
Ability to manage a demanding workload and meet deadlines	Essential
Excellent personal organizational skills	Essential
High level of accuracy and attention to detail	Essential

## **Knowledge & Skills**

<b>Requirement</b>	<b>Criteria</b>
Sound communication skills, in person, by telephone, e-mail and letter	Essential
Knowledge of tourism and leisure activities in Swanage and Purbeck	Essential
Conversant with a range of commonly used IT software, Microsoft Office including Word, Excel and Outlook	Essential
Awareness of requirements of Health & Safety at Work Act etc.	Essential
Research skills to inform reports for Council meetings and responses to public enquiries	Essential
Excellent presentation skills and ability to speak in public	Essential
Excellent standard of written communications, including letters and reports	Essential
Ability to use social media, including Facebook and Twitter	Desirable
Ability to use SAGE accounting software	Desirable
Understands the role of the Town Council and its statutory framework	Desirable

## **Attitude and Motivation**

<b>Requirement</b>	<b>Criteria</b>
Courteous, friendly, diplomatic and professional	Essential
Strong commitment to customer care and the delivery of high quality services to visitors and local residents	Essential
Flexible approach to work and ability to adapt to many varied situations	Essential
Enthusiastic, motivated and keen	Essential
Displays tact and sensitivity in dealing with the public	Essential
Respectful of confidentiality where required	Essential
Awareness and understanding of the Council's core values	Desirable

## **Other Factors**

<b>Requirement</b>	<b>Criteria</b>
To work weekends and Bank Holidays according to the agreed rota	Essential
Flexibility and availability to provide cover at short notice	Essential
Willingness to undertake training	Essential