

Job Description

Job Title: Visitor Services Manager
Swanage Town Council



Salary: Grade 6 (SCP 15-20) £31,015 - £33,673

Main Purpose of Job

To support the *Visitor Services and Business Development Manager* in the effective day-to-day management and delivery of Swanage Town Council's visitor services, ensuring high standards of customer service, accessibility, staff supervision and information provision. The role will support the management and delivery of services across the Information Centre, Beach Gardens Sports Park, Beach Huts, Swanage Boat Park, Market and other visitor-facing services.

The postholder will provide operational supervision, including at weekends and bank holidays, and act as a key point of contact for staff, visitors, contractors and other stakeholders. The postholder will also contribute to the continuous improvement and development of Visitor Services.

Relationships:

- a) Responsible to: Visitor Services and Business Development Manager.
- b) Responsible for: Visitor Services Co-Ordinator, Visitor Services Assistants (5+ seasonal), Beach Gardens Kiosk Staff (3-4 seasonal), Beach Wardens (2-4 seasonal), Beach Hut Cleaner, Boat Park Customer Service Assistant and seasonal Boat Park Attendant.
- c) Liaison with: members of the public, departmental managers and staff, Town Councillors, and representatives of partner organisations.

Main Tasks of Job

1. Manage permanent and seasonal staff, undertaking recruitment, induction, training, performance and disciplinary processes as required.
2. Promote a positive, professional and customer-focused culture, ensuring effective communication and that staff have the necessary information and resources required.
3. Ensure staff understand and comply with Council policies, procedures, risk assessments, safeguarding and health and safety requirements.
4. Oversee the day-to-day operation of the Information Centre, Beach Huts, Beach Gardens Sports Park, Market, Boat Park and other Visitor Services activities.
5. Assess and resolve operational issues, complaints and incidents, referring matters to the appropriate officer, department, authority or contractor where necessary.
6. Act as the senior Town Council operational contact during weekends and bank holidays, dealing appropriately with incidents, complaints and operational issues.

7. Oversee applications, bookings, customer enquiries and other administrative processes, ensuring they are handled efficiently and accurately.
8. Maintain high standards of customer service and ensure visitors receive accurate, consistent, helpful and accessible information.
9. Use customer feedback and operational information to identify and implement improvements to the visitor experience and accessibility of services.
10. Implement the Visitor Promotion Programme and lead on the provision of accurate, current and accessible tourism information across websites, social media, printed materials and noticeboards.
11. Act as the lead officer for visitor information content on the Visit Swanage website and associated digital platforms.
12. Oversee beach hut bookings, retail provision, advertising and other visitor-related commercial activities, ensuring systems and procedures operate effectively.
13. Identify opportunities to increase income, improve commercial performance and develop the use of Council assets and facilities.
14. Oversee relevant financial administration, including banking, reconciliations, invoicing and purchase orders, and manage delegated budgets.
15. Ensure operational, financial and customer records are maintained accurately and in accordance with Council procedures and data protection requirements.
16. Monitor compliance with health and safety requirements, ensuring incidents, near misses and identified risks are appropriately recorded, reported and addressed.
17. Develop effective working relationships with local businesses, tourism organisations, accommodation providers, attractions, event organisers and other relevant partners.
18. Identify opportunities to improve services, operational efficiency, visitor experience and year-round use of Council facilities, including new products, events, partnerships and commercial opportunities.
19. Work with other Council departments, external organisations and the *Visitor Services and Business Development Manager* on Council initiatives, projects and events, including collaboration with the Grounds and Estate Manager to maintain visitor areas.
20. Deputise for the *Visitor Services and Business Development Manager* in their absence, including attending Council and external meetings as appropriate, and undertake other duties commensurate with the role.

Created: October 2026