

Person Specification

Job Title: Visitor Services Manager
Swanage Town Council



Experience and Knowledge

Requirement	Criteria
Experience of supervising staff and supporting effective team performance.	Essential
Experience of delivering customer-facing services and maintaining high standards of customer care.	Essential
Experience of managing day-to-day operations, resolving problems and handling customer enquiries or complaints.	Essential
Experience of administrative and financial processes, including maintaining accurate records and handling payments.	Essential
Good working knowledge of health and safety, risk management and data protection requirements.	Essential
Experience in tourism, visitor services, leisure, retail, hospitality or a similar customer-focused environment.	Desirable
Experience of managing seasonal staff and services operating across multiple sites.	Desirable
Experience of bookings, retail, commercial activities or income-generating services.	Desirable
Experience of promoting services through websites, social media and printed materials.	Desirable
Experience of identifying and implementing opportunities to use AI and digital tools to improve team workflows, productivity and service delivery.	Desirable

Skills and Abilities

Requirement	Criteria
Strong organisational skills, with the ability to prioritise workloads and manage competing demands.	Essential
Good leadership and communication skills, with the ability to motivate staff, delegate tasks and provide clear guidance.	Essential
Excellent customer service and interpersonal skills, with the ability to deal professionally with a wide range of people.	Essential
Ability to resolve operational problems, respond to complaints and exercise sound judgement.	Essential
Good written and verbal communication skills, including the ability to provide clear and accurate information.	Essential

Good IT skills, including the use of email, office applications, databases and digital booking or administration systems.	Essential
Ability to maintain accurate records, follow procedures and manage routine financial administration.	Essential
Ability to identify practical improvements to services, working practices and the visitor experience.	Essential
Ability to contribute to marketing, tourism promotion and social media activity.	Desirable
Ability to identify opportunities to improve income, commercial performance and the use of Council facilities.	Desirable

Aptitude and Abilities

Requirement	Criteria
Approachable, professional and committed to providing excellent customer service.	Essential
Reliable, self-motivated and able to work independently when required.	Essential
Flexible and adaptable, with a positive approach to changing priorities and operational challenges.	Essential
A supportive team leader who encourages good communication, accountability and high standards.	Essential
Calm and professional when dealing with difficult situations, complaints or incidents.	Essential
Practical, proactive and committed to continuous improvement.	Essential
Committed to accessibility, inclusion and providing a positive experience for all visitors.	Essential
Willingness to work weekends, bank holidays and occasional additional hours to meet operational requirements.	Essential
Awareness and understanding of the Council's core values	Desirable

Created: October 2026