

Job Description

Job Title	Visitor Information Adviser
Directorate	Neighbourhoods & Housing
Service Area	Culture and Tourism
Grade	3
Competency Level	1
Salary	£24,790 - £26,409
Job Type	Office Based
Location	Tourist Information Centre
Disclosure and barring service (DBS)	Not Required
Job Evaluation Ref No	A6915

Job Purpose

To provide excellent visitor information and customer service and to sell a wide variety of commercial products in order to achieve sales targets.



Directly Responsible For:

Not applicable

Directly Responsible To:

Visitor Services Manager

Main Areas of Responsibility:

- You will promote Liverpool City Region as a world class destination by providing information, delivering excellent customer service and a memorably warm welcome to all service users
- You will effectively fulfil all functions of the Visitor Information Service, responding to changing daily demands and priorities whilst maintaining a positive manner with all you come into contact with whether that be face to face, by telephone, social media or email
- You will lead on the provision of accurate information by ensuring literature displays, posters and other point of sale information are all up to date and of the highest standard
- You will participate and be pro-active in the delivery of all LCC events/experiences as and when required. This will involve the planning, preparation, setting up, dismantling and reconciliation of all equipment, goods and income
- You will take responsibility for the upkeep of equipment within all of the locations the Visitor Information Service is provided, ensuring it is maintained to manufacturer's instructions so that it is secure and fit for operational use
- You will pro-actively liaise with cultural partners, visitor attractions, event-organisers etc. to ensure adequate stocks of information material are provided in good time

- You will work within the parameters of any Standard Operating Procedures as issued by the Information Services Manager
- You will actively promote and work towards service delivery improvements identified during the day-to-day operation of the Service and to embrace change when introduced
- You will undertake manual handling tasks in relation to stock movement, retail display set up, pop up outlets etc
- You will undertake any training deemed necessary, as and when required
- You will work within all of the locations the Visitor Information service is provided which may include lone working, working pro-actively and positively as part of the Visitor Information team or with colleagues in LCC from other departments
- You will have a flexible approach to the swapping of shift patterns as and when required in order to maximise the commercial opportunities of the business and to support colleagues. This will include working unsociable hours and longer hours during city events

Supervision and Management Responsibility:

- No supervisory or line manager responsibility

Budget and Financial Responsibility:

- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

Physical Demands of the Job:

- The role will include the manual handling of stock and display equipment

Corporate Responsibility:

- Contribute to the delivery of the Council Pla
- Delivering and promoting excellent customer service, externally and internally
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills

required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level 1.

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Desirable

- GCSE's up to C or equivalent and/or relevant experience in an Advisory role

Experience

Essential

- Direct experience of working in a Tourism/retail/customer service field, responsible for the upselling of goods and services as well as customer contact including face to face, telephone, email and social media (A/I)
- Experience of delivering excellent customer service at a variety of locations and events e.g. city events, conferences, festivals etc (A/I)
- Flexibility and a commitment to excellent customer service (A/I)
- Ability to communicate effectively both orally and in writing to a wide range of people including internal customers, service users, contractors, trainees, Ambassadors and colleagues (A/I)

Desirable

- Language skills
- Ability to react quickly and decisively to changing work priorities and deadlines, maintaining a professional demeanour at all times

- Ability to work in line with robust standard operating procedures in relation to all service provision and activity with particular regard for safety and security
- The ability to carry out manual handling duties in relation to stock movement, merchandise delivery, retail set up and de-rig at pop up locations
- To have an enthusiastic, self-motivated, positive and professional manner with an adaptable, flexible approach to work

Skills/Abilities

Essential

- Delivering excellent Customer Service (A/I)
- Excellent Communicator (A/I)
- Ability to organise and prioritise daily activities (A/I)
- To be passionate and have an excellent local and regional knowledge of the Liverpool City Region as a visitor destination (A/I)

Commitment

Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council

Other

Essential

- An enthusiastic, self-motivated, positive professional with an adaptable, flexible approach to work

