

Job Description

Job Title	Visitor Services Assistant
Directorate	Neighbourhoods & Housing
Service Area	City Halls / Culture Liverpool
Grade	3
Competency Level	1
Salary	£25,583 – £27,254
Job Type	Office Based
Location	City Halls
Disclosure and Barring Service (DBS)	Enhanced with Child Barred List (Child and Adult Workforce)
Job Evaluation Ref No	

Job Purpose

To deliver an excellent visitor experience within City Halls, with specific focus on delivering commercial tours across St Georges Hall, Liverpool Town Hall and Croxteth Hall.

Directly Responsible For:

Not applicable

Directly Responsible To:

Visitor Services Supervisor

Main Areas of Responsibility:

VISITOR SERVICES

- You will be a motivated and enthusiastic individual, who will bring a true passion and focus for promoting City Halls and all it has to offer to city region visitors
- You will support the Visitor Services Supervisor in delivering a cultural tour program to enhance commercial activity and visitor footfall
- You will provide information, deliver excellent customer service and a memorably warm welcome to all service users
- You will provide visitor information, deliver engaging activities, guided tours and talks and on occasion sell a variety of commercial products
- The service will be delivered from a number of locations dependent upon demand
- You will be an approachable and attentive people-person who is always visible to the customer, you will look immaculate and have a warm and engaging manner, ensuring the customer experience is second to none at all times in your 'meet & greet' role
- You will have a broad knowledge of the City Halls, the City of Liverpool, and the surrounding region in order to share factual information to all visitors.
- You will respond to changing daily demands and priorities in City Halls, maintaining an efficient and positive demeanour in all communications whether that be face-to-face, by telephone or by email

FRONT OF HOUSE OPERATIONS

- You will have a personal drive, passion and determination for continuous improvement of all activity taking place within City Halls, so that you and the venues are viewed as shining examples of excellence to all visitors and Registry Office Service users
- You will commence your shift with a daily 'walk through' of the entire Visitor Centre, ensuring all displays exhibitions, signage and tour routes are of the highest standard with no litter, clutter or maintenance/H&S issues, to ensure excellent standards and safe access at all times
- You will ensure the Welcome Desk is clear at all times of paper, clutter, flyers, cups, etc.
- You will ensure all informational signage within the Visitor Centre and Tour Route is compliant with the brand guidelines and professionally printed, ensuring there are no paper signs or temporary signs attached to walls at any time
- You will ensure any literature displays, posters and other point of sale information are all up to date and of the highest standard within each area of the Visitor centre
- You will be responsible for the upkeep of all equipment within each area of the Visitor Centre, ensuring it is maintained, it is secure, it is fit for operational use and looks great at all times
- You will ensure management & storage of all equipment, kit and furniture after use, reporting any damage or loss to Venue / Event & Operations management
- You will show exceptional attention to detail and a sense of pride and ownership, ensuring all public areas, heritage areas, storerooms, basements and their contents are kept clean and tidy, with a management routine in place to ensure their continual upkeep

GUIDED TOURS & EXHIBITIONS

- You will provide guided tours of City Halls to members of the public who have purchased tickets and to school/community groups
- You will have the communication and interpretation skills and on occasion, wear period costume when delivering these tours in order to bring the history and heritage of both Liverpool City Halls 'alive' for our visitors in a dynamic and innovative way ensuring an excellent immersive experience, appropriate to the demographic
- You will participate and be pro-active in the delivery of all LCC events/experiences when required. This will involve the planning, preparation, setting up, dismantling and reconciliation of all equipment, goods and income
- You will assist in researching, producing, curating and operating exhibitions and displays in a dynamic way

CO-ORDINATION / ADMINISTRATION

- You will 'sign in' all visitors/contractors on arrival at the Welcome Desk and issue/collect Visitor Passes. You will contact the relevant Lead Officer to meet their visitor
- You will manage the St Georges Hall 'In-Box', ensuring all general enquiries, commercial enquiries, complaints and compliments are dealt with efficiently, by responding within a maximum 24 hour window
- You will ensure diary requests for venue hire are responded to according to availability and will sign post to the Sales Team so all commercial opportunities are captured and can be responded to within a 24 hour window
- You will track and monitor the daily footfall figures via the Visitor Centre, highlighting any significant peaks or troughs

- You will build a database of Ambassador contacts so that you can communicate with them regularly in an engaging manner to build loyalty, support and attendance for St George's Hall events and activities
- You will lead on the co-ordination of the City Halls Ambassadors rosters, organising attendance according to requirements of all activity taking place in St George's Hall
- You will support the Ambassadors in their daily duties by advising and guiding them during their time on duty at St George's Hall
- You will ensure that all Ambassadors are wearing the correct uniform and will arrange any uniform requests with the relevant supplier / people

HEALTH AND SAFETY

- You will have a good working knowledge of Health and Safety practices, with particular reference to the completion of Risk Assessments relating to the various guided tours that are offered
- You will be a designated First Aid responder at all times you are on duty
- You will on occasion act as a key holder for the Service, complying with the security procedures of the building, its contents, the operation of the fire alarm system and the intruder alarm systems

Supervision and Management Responsibility:

- Not applicable

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
- You will be proficient in all cash handling, including processing cash and credit card sales for ticket sales, wedding car parks, venue hire etc and you will undertake banking/ reconciliation of income in line with LCC cash handling procedures
- You will be always commercially aware and knowledgeable of all bookable products across both City Halls to maximise income opportunities at every customer touch point, by targeting sales of tours, ticketed events and venue hire options for weddings and events, etc.

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 needs of our busy venues are fluid; working in this role is not a 9am-5pm / Monday to Friday role. You agree to work flexibly over a 7 day week when required, which may include unsociable hours, weekends and bank holidays; this will be allocated on a roster basis
- Whilst you may be allocated a primary place of work, you agree to work flexibly across St George's Hall, Liverpool Town Hall and Croxteth Hall to support the delivery of all scheduled activity
- As a direct reflection of our business, you will take personal pride and maintain a high standard of professional appearance whilst on duty

- 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

Corporate Responsibility:

- Contribute to the delivery of the Council Plan
- 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: **Level 1**.

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

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Person Specification

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

Qualification and training

Desirable

- Qualification within a Heritage environment (A, I)

Experience

Essential

- Experience managing a fast-paced reception area (A, I)

Skills/Abilities

Essential

- Excellent customer service skills with a passion for ensuring you deliver first class service at every touch point (A, I)
- You will be a confident communicator with exceptional interpersonal skills, able to bring new and innovative ideas to the table (A, I)
- A creative problem solver who can find solutions to challenges (A, I)
- Ability to work autonomously as well as being an active, engaged and enthusiastic team member of both City Halls (A, I)

Commitment

Essential

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council (A, I)
- An enthusiastic, self-motivated, positive professional with an adaptable, flexible approach to work (A, I)

