

Northumberland County Council
JOB DESCRIPTION

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| Post Title: | TIC Assistant | Director/Service/Sector Place – Leisure Culture & Tourism | | Office Use |
| Band: | 3 | Workplace: TIC centres in local area | | JE ref: 1187 |
| Responsible to: Tourist Information Officer | | Date: March 2010 | Manager Level n/a | HRMS ref: |
| Job Purpose: To contribute to the promotion of a comprehensive tourist information services to residents and visitors in Northumberland and to assist in the day to day operations of the Tourist Information Centre. | | | | |
| Resources | Staff | None. | | |
| | Finance | Minor responsibility for handling payments, raising orders or processing invoices in a particular area of work. | | |
| | Physical | Use of PC and entering of data into systems. Stock control. | | |
| | Clients | Visitors and representatives from local businesses and organisations | | |
| Duties and key result areas: <ul style="list-style-type: none">1. Represent the Tourism and Information Service in day-to-day contacts with customers, in a friendly and efficient manner, presenting a positive image of the service.2. Answer telephone calls, assist visitors, take messages and answer all enquiries on a wide range of tourist information issues in a helpful and efficient manner3. Promote accommodation, attractions and services information to residents and visitors and keep up to date with events and activities in the area.4. Actively promote sales of information, literature, gifts and souvenirs and to maintain, replenish and merchandise all stock and information.5. Use maps and information to direct visitors and residents to local attractions and amenities.6. Use electronic accommodation and information systems including Destination Management Software and Northumberland County Council’s website and update information for these systems as required.7. Carry out cash reconciliation and banking processes as required.8. Participate in training and development and attend relevant exhibitions and other events.9. Assist in the organisation of promotional distributions and other external events and ability to showcase information to maximum benefit.10. Carry out general administrative work to support the operations of the tourist information centre.11. Assist in the development of policies and procedures, delivery of strategies, promotion and funding initiatives. All to bring the service’s business plans and objectives into effect.12. Capture, record and manipulate service and client data, using ITC systems, in accordance with service procedures, to assist in the production of timely and accurate management information.13. Maintain appropriate work records, to the required service standards, observing data protection, privacy and confidentiality rules and procedures.14. Adopt effective and constructive relationships with colleagues and external contacts, in order to promote effective partnership arrangements, for the delivery of high quality services.15. Other duties appropriate to the nature, level and grade of the post. | | | | |
| Work Arrangements | | | | |
| Transport requirements: | Some travel to other work sites, area offices or training venues throughout the County and occasionally further a-field. Some standby or call out arrangements may apply. | | | |
| Working patterns: | Hours and times of work will vary from time to time and can include weekends and bank holidays. Rotas and hours worked can vary between seasons throughout the year. Uniforms may be supplied and should be worn at all times where applicable. | | | |
| Working conditions: | Lone working conditions can apply and staff should be aware of the lone working policy. | | | |

Northumberland County Council
PERSON SPECIFICATION

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| Post Title: TIC Assistant | Director/Service/Sector: – Leisure Culture & Tourism | Ref: 1187 |
| Essential | Desirable | Assess by |
| Qualifications and Knowledge | | |
| Good general level of education with good literacy and numeracy skills including GCSE Mathematics and English Language qualifications to grade C or above, or equivalent qualification. Willingness to undertake professional study and evidence of ongoing continuous personal development. | NVQ qualification in tourism or related discipline | |
| Experience | | |
| Recent experience in a retail environment or similar customer focussed area Experience in word processing, spreadsheets and database systems | Experience in using Microsoft Office and Oracle applications. | |
| Skills and competencies | | |
| Effective IT skills and ability to understand the use of ITC to achieve work objectives. Confident and competent in expressing own views. Numeratorate and able to analyse complex business related statistics. Excellent customer care skills Ability to relate effectively with a wide range of customers. | | |
| Physical, mental and emotional demands | | |
| Works from a standing and seated position with some need to walk, bend or carry items. A great deal of contact with the public on a daily basis. May be required to work alone for extended periods. | | |
| Motivation | | |
| Pleasant and courteous manner. Dependable, reliable and a good timekeeper. Displays and encourages high standards of honesty, integrity, openness and respect for others. Helps managers to create a positive work culture, in which diverse, individual contributions and perspectives are valued. Able to work with a mentor but with only general direct supervision. | | |
| Other | | |
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Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (q) personality questionnaire (g) assessed group work, (p) presentation, (o) others
e.g. case studies/visits