

JOB DESCRIPTION

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| Job Title | Casual Tourist Information Officer | Post Number | WCS13A, CE33, CE619, CE620, CE621, CE757 |
| Grade | Grade 3 | Service Area | Economic Development |
| Special Conditions | Work will be undertaken from Malvern or Upton Tourist Information Centre  Must be completely flexible in terms of hours of work, regular weekend and Bank Holiday work is included.  Personal stamina required to cope with a physically and mentally demanding job | Additional Benefits |  |
| Authorised by | Director of Economy and Environment | Date | Sept 2025 |

**Job Purpose**

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| The purpose of this role within the Council is: | To provide a tourist information service for visitors and local residents. |
| Responsible for demonstrating commitment to delivering the Councils’ values | |
| Responsible for championing and demonstrating the Council’s Leadership Behaviour Framework | |
| The postholder works for: | Visitor Economy Officer |
| The postholder manages \supervises: | None |

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| **Key Accountabilities (All accountabilities will be carried out in line with the Councils policies, procedures and relevant regulations and legislation)** | |
| 1 | To provide advice and information in person, via the phone, in writing or via email for visitors and local residents and to disseminate local information regarding the District Council's services to residents. |
| 2 | To assist with the display, ordering and sale of publications and tourism material and  local information. |
| 3 | To sell tickets on behalf of outside businesses and organisations and to ensure all income handled in the office is balanced and banked in accordance with the Council’s standard procedures. |
| 4 | To assist with keeping visitor and stock records. |
| 5 | Attending exhibitions and meetings in other parts of the District and outside the area on occasions. |
| 6 | Liaison with local accommodation providers and tourism businesses to forge a good  working relationship between the office and local businesses. |
| 7 | To assist with the security of the building, especially in the absence of the Tourist  Information Centre Supervisor. |
| 8 | To use relevant computerised information systems in support of the above activities. |
| 9 | To undertake such other duties appropriate to the post and grade as may be assigned from time to time. |
| 10 | To assist with uploading events and tourism business listings to the Visit The Malverns website. |

**NOTES:**

1. Duties will inevitably develop and change as the work of the Council changes to meet the needs of our customers. Employees should therefore expect periodic variations to job descriptions, and the Council retain this right. This job description will be supplemented on a regular basis by individual objectives derived from Council strategies.
2. Where an applicant or an existing employee is or becomes disabled (as defined by law) and inform the Council fully of their requirements reasonable adjustments will be made to the job description wherever possible.



KEY REQUIREMENTS

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| Qualifications (or knowledge and experience at an equivalent level) | Essential | Desirable |
| Interest and knowledge of local area | E |  |
| Evidence of computer literacy including word/data processing, e-mail and internet use | E |  |
| NVQ or other qualification in tourism or sales desirable |  | D |

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| Work Experience | Essential | Desirable |
| Must be a good team worker | E |  |
| Previous experience of handling cash and taking credit card payments |  | D |
| Experience in sales, marketing or information services desirable |  | D |
| Previous experience of using EPOS and card machines |  | D |

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| Skills Required | Essential | Desirable |
| Experience of working with members of the public | E |  |
| Good written and verbal communication skills to interpret and relay information via telephone, face to face, email etc | E |  |
| Must be able to assimilate information on facilities and events | E |  |
| Needs to have an outgoing and enthusiastic personality | E |  |
| Ability to manage your own work | E |  |

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| Behaviours | Essential | Desirable |
| To act in an efficient and professional manner at all times | E |  |
| To exercise proper and absolute integrity in respect of all confidential matters and the confidentiality of personal and sensitive information | E |  |
| To have a flexible approach to the work required to be undertaken, to assist other staff and ensure that the administrative needs of the Council are met | E |  |
| To demonstrate commitment to achieving and maintaining appropriate practice management standards and procedures as may be specified from time to time | E |  |
| To participate in corporate working, in particular in order to achieve the corporate objectives and personal development aims | E |  |

Note: Applicants who are disabled (as defined by law) will be guaranteed an interview if they meet the essential criteria provided that this information is noted under the relevant section of the application form.