



WESTON-SUPER-MARE TOWN COUNCIL

## **JOB DESCRIPTION**

Job Title:  
Weston Welcomer Team Leader

Department:  
Visitor and Information Services

Grade:  
LC1-SP7 pro rata

Hours:  
35 hours per week

Contract:  
Seasonal

## **DESIGNATION**

Responsible to:  
Visitor and Information Services Manager

Responsible for:  
Weston Welcomers

Other Relationships:  
Working alongside our Tourism Marketing Officer and Visit Weston Partners.

## **JOB PURPOSE**

### **OVERVIEW**

The posts will report directly to the Visitor and Information Services Manager and act as key members of the Community Services team in the provision of visitor information and Waterpark operational services to the public and stakeholders.

Postholders will supervise the operation of the Waterpark and visitor information sites with a small team of staff and volunteers and liaise and network with a wide range of internal and external stakeholders including customers, colleagues, partner organisations, volunteers, businesses and the public.

Responsibilities include team liaison, supporting the overall aims and objectives of the Town Council and the tourism team plan to include increasing opportunities for team members to visit with Visit Weston Partners to gain first-hand knowledge of their products.

Ensuring the delivery of a professional visitor information and Waterpark experience at our seasonal in-resort and mobile facilities. There will be a strong focus on supervision of the team, customer service, sales support, increasing merchandise sales and supporting local hospitality and retail businesses.

## **MAIN DUTIES AND RESPONSIBILITIES**

Acting as the first point of contact in the provision of visitor information and waterpark services.

Supporting the work of the Visitor and Information Services Manager – to include rota management and delivery of visitor information.

Assisting with general enquiries and dealing with related communication and administration requirements of the Visitor Information sites.

Providing general administration duties i.e. enquiry logging and ensuring queries are actioned or communicated to the appropriate body.

Ensuring all team members have the appropriate level of skills and knowledge to deliver a professional visitor information service.

Building good working relationships with staff teams by ensuring good communication, co-operation and participation.

Making suggestions and contributions as part of a team to the improvement and development of the facilities and to the development of the Tourism Team Plan.

Responsible for accurate cash handling, till input and readings and compliance with end of day procedures.

Ensuring the visitor information sites are kept clean, tidy and safe for visitors.

Liaising with the Tourism Marketing Officer to ensure advertising and notice boards are up to date and display relevant Visit Weston Partner information across all sites.

Forward advertising enquiries, leads and completed sales to the Visitor and Information Services Manager.

Maintain regular liaison with the Tourism Marketing Officer on advertising campaigns, market research initiatives i.e. customer questionnaires, focus groups and consultation exercises for identified tourism projects.

Promoting the benefits of the Visit Weston partnership scheme.

Collating market research information i.e. surveys/questionnaires as directed.

## **PHYSICAL DEMANDS**

This role will require elements of manual handling.

There will also be elements of walking and cycling.

## **WORKING CONDITIONS**

The role will be based at various sites around Weston and will require elements of indoor and outdoor working.

The role will include evening and weekend working.

## **SELECTION CRITERIA/PERSON SPECIFICATION**

Well presented, approachable disposition, adaptable, enthusiasm, willingness to learn and a 'can-do' attitude.

Experience of working in a public facing sales and customer service environment. Ability to deal calmly, confidently and positively with people at all levels, including face-to-face, over the telephone and via email.

Demonstrates good verbal communication skills.

Ability to use IT, including Microsoft Office systems, email, internet, other software systems.

Able to understand our products and what services Visit Weston can offer.

Ability to work under own initiative, as well as operating as part of a team.

Ability to prioritise tasks, meeting deadlines and targets.

Flexible and adaptable to changing business needs

Ability to undertake tasks as directed within competing work demands

Willingness to work various shifts across multiple sites, including weekends, bank holidays and occasional evenings, increasing in the summer season as required e.g. Weston Air Days, Armed Forces, Carnival and Partnership events.

Supporting the team by promoting our service offer within the town

The role requires contact with children, young people, vulnerable adults and volunteers.

This post requires an Enhanced DBS Check to be completed.

## **EDUCATION, QUALIFICATION AND KNOWLEDGE**

### **Essential**

GCSE 4 – 9 grade (Grade A – C) or equivalent in Maths and English.

Excellent communication, customer service, interpersonal and IT skills.

A good general knowledge of the Weston-super-Mare area.

**Desirable**

Industry related work experience in the tourism or hospitality sector.

Experience of working within the retail industry.

**Conditions to note****Candidates**

When completing your application form please address your answers directly to each of the selection criteria below. This enables the panel to assess your ability to meet each criterion. It is essential that you give at least one example of your ability to meet each of the 7 values and behaviours.

1. Selflessness
2. Integrity
3. Objectivity
4. Accountability
5. Openness
6. Honesty
7. Leadership

**Recruiting Managers**

The following values and behaviours are essential criteria in each post and must be addressed directly by the candidates. The guidance notes on values and behaviours for managers give example questions to probe candidates in their interview and application stages of the recruitment process.

**Values and Behaviours**

Weston Town Council has identified 7 key behaviours and values (as above) that should be demonstrated by all Council employees. Successful candidates will show the ability to meet these behaviours. Candidates applying for managerial/leadership roles should also demonstrate 2 additional leadership behaviours.

**Equal Opportunities**

Weston-super-Mare Town Council is an Equal Opportunities employer and has an Equal Opportunities Policy with which you are expected to comply at all times. The Council condemns all forms of harassment and is actively seeking to promote a workplace where employees are treated with dignity, respect and without bias, irrespective of disability, race, religion or beliefs, nationality, ethnic origin, age, sexual orientation, gender or marital status.