

# Job Profile

## Visitor Experience Assistant

Grade C

Date created: 13<sup>th</sup> March 2017

### About the Job

- To contribute to the visitor experience across a number of City Council run cultural venues, taking responsibility for welcoming visitors, assisting with orientation, provision of visitor information, ticket sales, events and exhibitions, room preparation and delivery of the cultural offer to ensure that visitors have a great experience visiting the City.
- This is one of a number of posts that will work flexibly as a team ensuring that the service is delivered effectively, efficiently and customer focused and with regard to the principles of asset based community development

### This is what we need you to do...

- Deliver a vibrant and engaging visitor experience across Gloucester Guildhall, Blackfriars, the City Museums and the Tourist Information Centre on a demand led rota basis.
- Deliver a high level of customer service ensuring a welcoming atmosphere, finding ways to go the extra mile whilst taking ownership of complaints about the city and service, solving, redirecting and prioritising as appropriate.
- Promoting the City as an ambassador, believing in the City's heritage and culture, telling stories to enthuse our visitors and show passion and excitement for the city and its offer.
- Manage room hire set up, welcome groups of tourists, assist with the creation, staging and delivery of events and exhibitions, issue event tickets, sale of merchandise and much more.
- Comply with procedures to manage risk to the public, staff, volunteers and contractors and follow and comply with set processes for cash handling and till operation.
- Take direction from the Team Leaders and assist in the implementation of new ways of working, bringing a commercial focus to the business.
- Make decisions in response to continually changing customer needs and expectations, including anticipating demands and forward thinking but also solving on the spot problems.
- Contribute to the delivery of service plans in order to meet the council's corporate plan priorities in accordance with the requirements of the Visitor Experience Manager
- Maintain and develop constructive relationships as part of a collaborative working environment.
- Engage with stakeholders (internal and external) through effective communication to ensure good performance and continuing service improvement.
- Demonstrate a commitment to personal and professional development, working with managers to identify any gaps in skills, knowledge and expertise and plan for improvement.
- Consider the financial implications of any activities affecting the use of council funds, seeking best value for money and identifying or recommending more cost-effective options.
- Take on any other additional duties as reasonably required within Gloucester City Council.
- Work in a flexible and adaptable way with a 'can-do' attitude that gets things done right the first time

### Special Conditions

- Working to the demands of the 24/7 visitor experience industry, you will work to an annualised hour contract.
- The role will include substantial evening and weekend work

## Monitoring and ongoing development of outcomes

As part of the annual appraisal, outcome based targets will be developed in conjunction with the post holder and will supplement this job profile. The job profile will be subject to regular review and the council reserves its right to amend or add to the accountabilities listed above.

## The ideal candidate will have...

### Experience

- Experience in visitor operations, ideally in a visitor attraction, cultural venue or heritage/cultural sector.
- Flexible customer focussed approach with experience in delivering high standards of customer service.
- Experience of successfully working in a team and be flexible and adaptable to changing priorities.
- Experience of handling difficult situations including complaints handling, sensitive issues, unusual requests and coping well under pressure whilst in public situations.
- Experience of cash handling including reconciling of tills which high levels of accuracy.

### Knowledge, Skills and Understanding

- Possess excellent knowledge of Gloucester and have an interest in the heritage and cultural industry.
- Competent at multi-tasking.
- Strong written and verbal communication skills with the ability to present to large groups of people.
- Ability to confidently make decisions, communicating them clearly, whilst often working under conflicting pressures.
- Ability to work effectively as part of a team and be flexible and adaptable to changing priorities.
- Ability to work with changing technology and embrace change and digital transformation.
- Ability to problem solve – less referrals, more ownership.
- Well organised and attentive to detail.

### Behavioural attributes

- **Efficiency and Value For Money:** Taking ownership of your work you will work flexibly to provide great services to meet personal, organisational and customer expectations.
- **Forward thinking with Innovation:** Being creative and using your initiative you actively seek to improve services and processes.
- **Making Residents Lives Better:** Delivering good customer services by listening and raising awareness of what we do.
- **Passionate about the City:** Being loyal to Gloucester you take pride in the quality of your work and understand how it improves the reputation and quality of our city.
- **Working Together to make it Happen:** As a team worker you communicate effectively and pursue a 'can-do' attitude in being flexible to deliver quality services.

Expected to perform at level 1 of Gloucester City Council's Employee Behaviours Framework

### Education & Qualifications

#### Essential

- A good level of general education

#### Desirable

- Customer service qualification.
- Health and safety qualification.