



HERTFORD TOWN COUNCIL

JOB DESCRIPTION

TITLE: Tourist Information Centre Assistant

GRADE: SCP 5 – 12 (£19,312 - £22,183) pro rata + Outer London Weighting

POSITION: Permanent

HOURS: 35 hours (9.30am to 5.00pm Tuesday - Saturday) per week and Sundays in August (subject to decision in early 2021)

LOCATION: Hertford Town and Tourist Information Centre (TTIC)
10 – 12 The Wash, Hertford, SG14 1PX

MANAGED BY: The Town and Tourism Development Manager

THE POST:

To assist with and take an active part in the day to day routine tasks of the TTIC under the guidance of the Town & Tourism Development Manager.

To undertake any other duties or specific projects related to the work of the TTIC or Town Council as required.

MAIN DUTIES:

- Dealing with written, telephone, online and personal visitor enquiries
- Selling souvenirs and merchandise to customers
- Promote events, Town Council services and TTIC offerings using online and offline platforms including visual merchandising, website listings and town centre noticeboards.
- Assistance with promotional activities ie: production of literature, publications, media info, social media platforms, websites and other activities, which help to promote both the service and the town to residents and visitors.
- Organisation and maintenance of the office storage area, conducting regular stock takes.

- Ordering of leaflets, literature and merchandise and the obtaining of specific and general information as required.
- Uploading merchandise and maintaining stock levels in store and on e-commerce section of the Hertford Town Council Website.
- To assist at events, or functions organised by the Marketing and Events Manager and the Town Council as required.
- Liaison and co-operation with: Tourism boards, partners and suppliers and attractions in tourism related matters.
- Attendance at training courses, seminars, familiarisation visits and tourism related meetings intended for the development of knowledge and experience to further communications within the TIC network and tourism industry.
- To undertake any other duties or specific projects related to the work of the TTIC or Town Council as requested by the Town and Tourism Development Manager or other senior managers.
- General clerical and administrative duties, including the opening and closing procedures of the Centre.
- To ensure that security and health and safety measures are adhered to in the interests of both staff and public.
- Any other duties commensurate with the grade and duties of the post. This includes the opening and closing of the pedestrian gates on Maidenhead Street.

