



SHARPE'S POTTERY HERITAGE AND ARTS TRUST LTD

JOB DESCRIPTION

Post:	Visitor Manager (Tourist Information Centre)
Job Location:	Based at Sharpe's Pottery Museum
Salary:	£15,500 Pro Rata
Hours:	Full time (37 hours) (Including [1 Saturday in 3] and some bank holidays)
Duration:	This post is temporary cover for maternity leave commencing September/October 2010 and ending July/August 2011
Holidays :	20 working days, plus 8 statutory back holidays Pro Rata. Museum and TIC are closed on Sundays, Bank Holiday Mondays and for two weeks over Christmas.
Line Manager:	Chairman
Responsible For:	Tourist Information Centre Assistant

JOB SUMMARY:

To effectively manage and ensure excellent service delivery of the accredited Tourist Information Centre integrated within Sharpe's Pottery Museum meeting service agreed with South Derbyshire District Council and Visit England Official Partner criteria/requirements.

To participate in the management of Sharpe's Pottery Museum.

MAIN DUTIES AND RESPONSIBILITIES:

General

1. To manage TIC Assistants including organising rotas, managing staff holiday and ensuring that tasks are carried out to a high standard and within deadlines and providing any necessary supervision, appraisal, guidance or training where required.
2. To ensure that to customer enquiries either in person, by telephone, post or electronically are responded to with the highest standard of customer service and in accordance with Visit England Official Partner guidelines/criteria.

3. To support and engage the local tourism industry by encouraging them to participate in advertising, marketing, quality development and other business development activities.
4. To ensure that relevant publicity material such as brochures and leaflets are acquired and displayed for accommodation, attractions, activities, events, timetables etc in line with TIC accreditation and Visit England Official Partner guidelines.
5. To operate the TIC's accommodation booking service and travel and events ticketing agency, regularly maintaining records and producing reports.
6. To develop and expand the range of services available to visitors to the TIC.
7. To promote the services of the TIC through advertising, attending outside events and electronically by contributing information to websites etc.
8. To maximise the use of the Destination Management System (visitor information database) in delivering services, including inputting and managing events records and encourage business engagement in DMS.
9. To work closely with the District Council in collating information, compiling and distributing the What's On in South Derbyshire booklet.
10. To assist the Tourism Officer (SDDC) in contributing, developing, promoting and distributing printed and electronic tourism literature including annual visitor guides.
11. To work with South Derbyshire District Council, partners and organisations including Visit Peak District and Derbyshire Destination Management Partnership and The National Forest Company in supporting the areas development as a Tourism Destination.
12. To contribute to day to day running of the overall centre, including opening/closing/security, administration and business delivery, health and safety and ensuring policies and procedures are met.

Specific

1. To effectively manage TIC staffing and ensure service delivery of the Tourist Information Centre.
2. To develop and monitor TIC and to ensure that appropriate monitoring and reporting systems are in place and operated correctly.
3. To ensure effective use of the Destination Management System.

Date Issued: June 2010