

JOB DESCRIPTION

SNOWDONIA NATIONAL PARK AUTHORITY

Job title: Information Centre Assistant

Grade: Points 10 - 13

Responsible to: Centres' Officer

1. JOB PURPOSE

- 1.1 To provide advice and assistance to the public about the area, Snowdonia National Park, Wales and beyond.
- 1.2 To encourage the responsible use of the countryside whilst providing advice and assistance to visitors.
- 1.3 To promote attractions and local attractions.
- 1.4 The post is part of the Snowdonia National Park Authority's Engagement Service, which provides advice and information to the public in order to:
 - Promote safe and responsible use and enjoyment of the Snowdonia National Park.
 - Enhance public awareness and appreciation of the special qualities of the Park.
 - Gain support for the work of the National Park Authority.

2. PRINCIPAL DUTIES AND RESPONSIBILITIES

2.1 Providing Information and Retail Services

- 2.1.1 To deal with a wide range of enquiries about Snowdonia, Wales and beyond, but with a particular emphasis on local enquiries either face to face, over the phone, via e-mail, social media or letter.
- 2.1.2 To assist to sustain a social media presence and service for individual centres (eg Facebook and Twitter) and to provide the Communication Officer (Corporate) with stories and information to be distributed through corporate social media accounts and on the National Park Authority website.
- 2.1.3 To provide information about the special qualities and amenities of the Snowdonia National Park area to visitors to the Centre and to the public via social media.
- 2.1.4 To promote visitor attractions and facilities in Wales.
- 2.1.5 To provide guidance for visitors who would like the opportunity to give praise or to complain.
- 2.1.6 To actively promote Snowdonia National Park and any initiatives adopted by the National Park Authority and any other authorised organisations.

- 2.1.7 To assist the Centres Commercial Manager to develop the Centres as destinations for discovery and compelling engagement, also increasing commercial activities and generating income.
- 2.1.8 To assist with presence at local events, shows and exhibitions.
- 2.1.9 To research and update information for use in the Centre about local events, facilities and amenities.
- 2.1.10 To assist the Centres Commercial Manager to promote awareness of the Centre on a local scale.
- 2.1.11 To support educational and health and wellbeing activities at the Centres.
- 2.1.12 To book accommodation that meets visitor requirements from the list provided by Visit Wales.
- 2.1.13 To record vacancies and their facilities as and when the Centre is advised by the providers.
- 2.1.14 To sell publications, gifts, ancillary goods and activities for visitors.
- 2.1.15 To order stock for individual centres, fostering a good working relationship with suppliers and producers.
- 2.1.16 To advise the Centres Commercial Manager about any centrally controlled stock that needs replenishing.
- 2.1.17 To assist in the preparation of stock control, weekly returns and other returns as required, advising the Centres' Officer of any discrepancy immediately.
- 2.1.18 To handle cash, cheques and credit cards and banking responsibly and securely, advising the Centres' Officer of any discrepancy immediately.

2.2 Evaluation

- 2.2.1 To record statistical information as required.
- 2.2.2 To conduct visitor surveys as required

2.3 Site and Service Management

- 2.3.1 To ensure that the centre operates according to the standards set by the Snowdonia National Park Authority and according to the networking criteria as prescribed by Visit Wales.
- 2.3.2 Keeping the Centre clean, neat, tidy and free from hazards, advising the Centres Commercial Manager about any deficiency or repairs needed.
- 2.3.3 To assist with organising staff working rotas.
- 2.3.4 To ensure that all the display material is well presented and up to date.

2.4 General

- 2.4.1 To provide relief cover for staff from other centres in an emergency.
- 2.4.2 To take part in training courses as required by the Authority.
- 2.4.3 To ensure that the principles of excellent customer care are applied to all elements of service delivery within the role.
- 2.4.4 To have due regard for the health and safety of self and others.
- 2.4.5 To undertake any other duties commensurate with the grade of the post.

3. CONTEXT

- 3.1 The Authority manages three Information Centres, which are a part of the Visit Wales network of official centres. These centres are located at Aberdyfi, Beddgelert and Betws y Coed.
- 3.2 Centres' staff are answerable to the Centres Commercial Manager. The Centres are a part of the Engagement Service.
- 3.3 Excellent communication skills are required for this post in order to offer an excellent service to the public.
- 3.4 The Authority is committed to staff development training and the appropriate support will be given to the post holder.
- 3.5 An official uniform and badge will be supplied. They must be worn when on duty and they must be kept clean and tidy.

4. WORKING LINKS

- 4.1 The post holder is expected to work under the direction of the Centres Commercial Manager.
- 4.2 The post is located within the Engagement Service and the post holder will be expected to work with colleagues within the service, including the Head of Engagement, the Administrative Assistant, Communication Officer (Corporate) and Education Officer.
- 4.3 The post holder is also expected to work with other sections of the Authority such as the Warden Service and Plas Tan y Bwlch.
- 4.4 Working with local accommodation providers, businesses, attractions and facilities, as well as staff from Visit Wales and other Tourist Information Centres.

5. PERSONAL DETAILS

<u>Essential</u>	<u>Desirable</u>
<u>Qualifications and Experience</u>	
Local knowledge and an enthusiasm for the qualities of the National Park and the area	An understanding and appreciation of the unique matters which affect National Parks.
A good knowledge of Wales' geography and attractions	
<u>Skills and Abilities</u>	
The ability to speak Welsh and English fluently.	Foreign Language – an ability to communicate effectively in one or more of the main European languages.
Excellent written and oral communication skills.	
Basic IT skills in Microsoft Outlook and Office software, including Word and Excel.	Experience of dealing with money, cheques and credit cards.
Listening skills and the ability to explain clearly.	
<u>Personal Qualities</u>	
The ability to work alone and as part of a team.	
A confident, enthusiastic and courteous individual.	
Punctual, dependable and organised.	
Willingness to work weekends and bank holidays.	

Terms and conditions of employment are detailed in the letter of appointment.