Job description: Visit St Ives Information Centre – Information Assistant
(Seasonal)

Responsible to: The Manager,
& the Assistant Manager,

Location: The Guildhall, St Ives

Purpose of the job:
To provide a high level of information services to customers and promote St Ives and surrounding area.

Work with the local tourism industry to:
~ Meet the needs of visitors for information, guidance and assistance, with the aim of encouraging visits and future return visits
~ Attract visitor spend to the local economy

Help raise revenue by:

- Up selling at point of sale with relevant products
- Sell membership and additional marketing to local businesses

Key responsibilities and duties
- To welcome visitors to the Centre and to offer advice and information on places of interest, travel and facilities in St Ives the surrounding area and the rest of Cornwall.
- To deal promptly with postal, telephone and e-mail enquiries
- Ensure that the Centre is well presented, clean and tidy, easy to use and accessible, including the ‘out of hours’ information display.
- To keep information material in the Information Centre up to date and well presented.
- To supply, distribute and interpret visitor information, leaflets, guides and other materials to visitors, residents and local tourism businesses.
- To maximise revenue at every opportunity by booking accommodation, selling souvenirs, publications and tickets etc
- To carry out sales of stock, ticket sales and accommodation bookings.
- To help encourage Centre usage and additional Centre footfall through Information Centre promotions and awareness raising.

Updated May 2017
• Using IT: spreadsheets, documents, website and online bookings
  o Updating our website through Wordpress
• Use social media and interact with users
• Working in conjunction with other town council staff, including assisting with events and functions where possible.
• To deal with or, if necessary, redirect enquiries both by telephone and personal callers regarding the town council's services
• To be responsible for unlocking and locking the building and setting the alarm at weekends.
• To undertake any other associated duties within the Information Centre

Person Specification:

- To have a sound knowledge of local tourist attractions and facilities and be aware of attractions across Cornwall
- Previous retail or customer service experience within travel and tourism would be an advantage
- Business or commercial awareness
- Good team member and able to work on own initiative
- Motivated and customer focused approach to work
- Enthusiastic, friendly and confident manner
- IT skills, all packages, i.e. Databases, Publisher, Social Media, etc
- Willingness to attend training.
- Able to work flexible hours, including weekends, evenings and Bank Holidays.
- As seasonal contract no holidays to be taken within core seasonal weeks

Proficiency in foreign languages would be an asset.

*If you are enthusiastic about supporting and promoting tourism in St Ives and the surrounding area, and are able to work flexible hours, we want to hear from you.*

**Contract to be discussed at time of interview**

All applicants must be willing to work on Saturdays and Sundays, and be willing to cover weekday periods as required.

**Applicants must be willing to start work as soon as possible, and be available for the majority of July, August and September.**