



Coventry City Council

Job Description

Post:	Visitor Information Team Leader	Job Number:	A5687
Service:	Sports, Culture and Destination Service	Post Number:	
Location:	Visitor Information Pods – Coventry Station Square and Pool Meadow Bus Station	Grade:	4

Our values:

We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation.

Job Purpose:

To lead the staff team at the Visitor Information Centre(s), responsible for ensuring the sites are kept in good order, and endeavour to provide assistance with the information visitors may require.

Main Duties and Responsibilities:

- Welcome visitors to the Visitor Information Centre and promote the city of Coventry and its offers to all visitors and residents in a positive way.
- Supervise, develop and motivate Visitor Information staff, while organising the staffing of the Visitor Information Centre(s).
- Ensure that the Visitor Information Centre displays are relevant and endeavour to provide help with the information visitors may require.
- Oversee and monitor public behaviour to prevent personal injury and damage to the site.
- Support the team in handling personal, telephone and web-based enquires, either directly or by referral elsewhere, if appropriate.
- Lead the team in researching, acquiring and maintaining up to date information on local amenities, facilities and events.
- Lead in the communication with the wider service area.
- Ensure that stock levels are maintained, financial procedures carried out, and make recommendations about products available for sale.
- To be responsible for a weekly report to the Destination Management Officer, regarding visitor numbers, query types and footfall.
- Ensure that employees are presentable, and in uniform at all times. Maintain the required standards of health and safety, hygiene, and customer service. Deliver training to ensure that employees operate effectively and efficiently to customer focused standards.

- Keep your team informed of what is going on within the service area, and share information on service objectives, policies and procedures and attend briefing and training sessions as required.
 - Ensure appropriate City Council HR procedures are undertaken in respect of induction of staff, sickness and absence procedures, job chats, and other HR procedures
 - To undertake and any other duties appropriate to the post.
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All duties and responsibilities must be carried out with due regard to the City Council's Health and Safety Policy. Post holders will be accountable for carrying out all duties and responsibilities with due regard to the City Council's Workforce Diversity and Inclusion Policy.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

Responsible for: Visitor Information Assistants; casual staff

Responsible to: Destination Management Officer (Information & Marketing)

Updated: May 2021



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Person Specification

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Area	Description
Knowledge:	<ul style="list-style-type: none">• Knowledge of the aims and activities of Visitor Information Centres and of their role within the wider tourism sectors• Knowledge of partnership working and joint service delivery within the tourism sector• Excellent knowledge of visitor attractions and services within Coventry and Warwickshire and the wider West Midlands region• Knowledge of local heritage and history
Skills and Abilities:	<ul style="list-style-type: none">• Excellent understanding of customer service and working with the public• Excellent customer service and communication skills• Ability to present information in a format structure to influence and guide customers to a desired outcome• Ability to provide a professional customer service, putting customer care into practice and treating all Visitor Information Centre users in a welcoming and courteous way• Ability to work constructively within a team to help build team spirit, adapting to a range of roles within the team and respecting and valuing other views, whilst also building relationships with other teams• Assist colleagues' learning by sharing knowledge, observing when others may need help and checking understanding• Ability to promote the service, including outreach events and to external partners• Ability to record and sort information accurately and so that other people can understand it (e.g. completion of forms, using computers)• Ability to operate or to be trained in the use of ICT equipment• Ability to work independently, resolving customer enquiries and address issues in service delivery without guidance
Experience:	<ul style="list-style-type: none">• Relevant experience that has involved contact with members of public (e.g. customer service environment)
Educational:	N/A
Special Requirements:	N/A

Date Reviewed: April 2021

Updated: April 2021