

## VISITOR INFORMATION ASSISTANT (with Digital Support) (VIADS D21)

### JOB DESCRIPTION

**Salary: £19,312-£20,092 Pro Rata**  
**Scale: £10.01-£10.41 per hour (SCP5-SCP7)**  
**Annualised Hours: 1820 hours per annum**

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**Responsible To: Chief Executive**

**Reports To: Visitor Services Officer**

### KEY PURPOSE AND FUNCTION

The post holder will be the front-line provider of customer services within the Visitor Information Centre (VIC), providing visitor information duties, personal & digital engagement and administrative services including the provision and distribution of literature, tourism advice, retail, bookings, ticketing and promotion of tourism products and services.

In addition, the post holder will assist the Digital Marketing Officer as and when required. They will work with internal and external partners to promote the overall brand of the destination and Visit Derry through social and digital channels.

The post holder is required to maintain the high quality standards established by Visit Derry, adhere to the company's core principles and form an integral part of the team tasked with the promotion and servicing of visitors to the city and region.

### VISITOR SERVICES

1. To deal with enquiries received via Visit Derry in person or by telephone, post, and across digital and social channels. To provide visitors with local, regional and national tourism information.
2. To provide a welcoming tourist information service to all visitors and enthuse visitors to explore more and be a key influencer in encouraging them to extend their stay within the City, District and surrounding region.
3. To meet, greet and engage with visitors within the Walled City and be the 'friendly face' of tourist information in relevant visitor locations e.g. Visitor Information Centre, the City Walls, key arrival hubs, City Centre area and major events.
4. To sell, upload, merchandise, stock and despatch a range of gifts and services within the VIC and online. Maintain the computerised retail stock control system; to receipt and process retail deliveries, to stock take, to input stock into computerised system, to price and display stock.
5. To provide cashier duties for the VIC and to use all systems that may be involved – cash register, credit card machine, euro float and ensure the receipting and reconciliation of all money received.
6. To process weekly/monthly computerised and manual financial reports to reconcile all retail sales, undertake stock takes and be responsible for security and lodgement of all monies received.
7. To compile and maintain a recording system of ticket sales for external bodies including responsibility for financial transactions.
8. To operate computerised booking systems all of which involve responsibility for handling of monies for deposits and booking fees.
9. To organise, reconcile, report and administer all tour bookings.
10. To prepare and deliver up-to-date presentations for educational groups, members and other interested parties.
11. To be responsible for organising and overseeing the work of casual staff/placement students.
12. To maintain manual and computerised statistical information, records, lists, databases and to provide management information as required on a daily, weekly, monthly and annual basis.
13. To order, maintain and merchandise up to date promotional literature from Visit Derry, its members and all relevant tourism product providers locally and nationally for display in the VIC.

14. To package, load and arrange for the global distribution and collection of Visit Derry literature, promotional display stands and general consignments with despatch companies, (including lifting and carrying of heavy loads) and preparation of relevant documents for despatch companies and customs.
15. To ensure the VIC area, stock area and storeroom are kept clean and tidy at all times and arrange for all deliveries to be stored adequately. To undertake general housekeeping tasks, including the monitoring of public toilets and other facilities.
16. To participate in publicity promotions, exhibitions, career days, conferences, cruise ship welcome and other support activities that promote the role of Visit Derry/VIC.
17. To liaise with Visit Derry members, cultural venues, attractions and tourism product providers to promote their offering to all visitors.
18. To be responsible for collating and communicating accurate visitor information including travel information, timetables, events etc. to visitors and to ensure that filing systems of all information are kept up to date.
19. To maintain office information files, reference and source materials and update files on a regular basis.
20. To conduct research on behalf of Visit Derry as required.
21. To be responsible (as a key holder) for securing the building that houses the VIC incorporating the opening and closing of the centre in absence of management and activation of the alarm system within observed company regulations and to observe general security of the building and health and safety procedures at all times.
22. To plan, organise and prioritise daily workload and to meet specified time and quality targets in all duties in compliance with the company policies and deadlines.

#### **DIGITAL SUPPORT**

23. To ensure destination and member content is updated on key local, national and international travel and tourism websites and other digital platforms, generating content for consumer engagement and influencing tourism products inclusion in relevant campaigns.
24. To update visitderry.com through dedicated content management systems by regularly sourcing, editing, writing and optimising content to maximise user engagement.
25. To assist in the writing and scheduling of content for digital channels, to update the social media content calendar-planning, scheduling and monitoring performance
26. To monitor social media channels and respond to customer enquiries through the various channels, forums and live chat as required about the destination.
27. To engage with consumers/members through relevant Email marketing platforms
28. To source and create event content and maintain the annual calendar of events.
29. To assist the Digital Marketing Officer to maximise consumer engagement across relevant digital platforms

**PLEASE NOTE: The job description is a broad picture of the post at the date of preparation. It is not an exhaustive list of all possible duties and it is recognised that jobs change and evolve over time. The post holder will be required to carry out any other duties up to and including the grade for the position offered as necessary to fulfil the purpose and function of the post.**

**Completed Application and Equality Monitoring forms must be returned to:**

**Chief Executive, Visit Derry, 1-3 Waterloo Place, Derry~Londonderry BT48 6BT [recruitment@visitderry.com](mailto:recruitment@visitderry.com)**

**Closing Date: 12.00 noon Wednesday 8 December 2021**

**Due to the current restrictions the interview process for this position will be conducted initially remotely using the appropriate video-calling technology.**

**Initial Interview (via zoom): week commencing Monday 13 December 2021**