

Role Profile

Post Title:	Tourism Assistant
Grade:	Living Wage
Date Created:	8th June 2020

ROLE DEFINITION

To act as an ambassador for the town providing a high visibility presence and welcoming meet and greet service to all visitors and residents to Largs. Help advise, guide, inform and direct people to improve the visitor experience and facilitate quicker access to retailer outlets, tourist attractions, amenities and events through signposting.

KEY TASKS AND RESPONSIBILITIES

Corporate Responsibilities

- Undertake individual role in line with the Council's Strategic Priorities and in compliance with the Council's corporate policies and procedures.
- Undertake any other reasonably required duties as instructed by Management or someone acting on their behalf, in addition to the role specific tasks & responsibilities detailed below.

Role Specific Tasks & Responsibilities

- Offer welcoming, helpful, professional and polite assistance to visitors and residents.
- Provide information and signposting for retailer outlets, tourist attractions, amenities and events in the Largs area and Isle of Cumbrae.
- Liaise with local businesses and attractions as required to gather information and provide support and guidance to visitors and residents.
- Assist the effective management and use of the Largs Sea Front Car Park/Brooksby car park including responding to any infrastructure failures.
- Daily monitoring of public areas, spaces and facilities reporting any issues identified.
- Respond to any comments and complaints diplomatically and report any issues to relevant contacts within the council and other partners to ensure prompt action is taken.



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- Participate in a high performing uniformed team that will maximise the contribution to the local community and economy.
- Provide updates on service delivery issues and opportunities for improvement.
- Deliver excellent customer services enhancing the reputation of the Council and contribute to the 'Keep it Local' campaign and high levels of visitor, resident, and business satisfaction.

ESSENTIAL / DESIRABLE CRITERIA

	Essential	Desirable	Evidence
Education and Qualifications	<ul style="list-style-type: none"> • Three National 4 qualifications or equivalent or equivalent experience 	<ul style="list-style-type: none"> • Relevant Vocational Qualification e.g. SVQ Level 2 or equivalent 	<ul style="list-style-type: none"> • Application Form • Interview
Experience	<ul style="list-style-type: none"> • Working in a customer facing environment 	<ul style="list-style-type: none"> • Building customer relationships 	<ul style="list-style-type: none"> • Application Form • References • Interview
Specialist Knowledge	<ul style="list-style-type: none"> • Largs retail and tourism offer 	<ul style="list-style-type: none"> • Traffic awareness 	<ul style="list-style-type: none"> • Application Form • Interview • Pre/Post-Interview Check (if appropriate)
Skills and Abilities	<ul style="list-style-type: none"> • Witten and verbal communication skills • Customer care/ customer service skills • Interpersonal skills • Organisational skills • Work on own initiative as well as part of a team 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Application Form • References • Interview



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Other	<ul style="list-style-type: none">• Ability to work flexibly including weekends	<ul style="list-style-type: none">• First Aid Certificate	<ul style="list-style-type: none">• Application Form• Interview• Pre/Post-Interview Check (if appropriate)
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Please be aware that the successful candidate must be able to travel throughout North Ayrshire (own car/public transport/pool cars etc) for work purposes, meetings, training courses etc.



OUR STAFF VALUES & BEHAVIOURS

Value	Behaviours
<p><u>Focus</u> we put our customers first we understand the bigger picture</p>	<ul style="list-style-type: none"> • Provide excellent customer services • Meet and, where possible, exceed the expectations of internal and external customers • Understand the performance levels and standards required within our own role and strive to achieve and, where possible, exceed these • Know how the work we do fits into the overall performance of the Council
<p><u>Passion</u> we take pride in the jobs we do we are ambitious for our community</p>	<ul style="list-style-type: none"> • Take ownership of our own actions and performance • Reflect on the work we do and consider how it could be improved • Have a positive impact on the lives of our customers and their communities • Push the boundaries to help our customers and communities realise their potential
<p><u>Inspiration</u> we all look for better ways to deliver our services we achieve the best results by working together</p>	<ul style="list-style-type: none"> • Find new ways to deliver improvements, efficiencies and value for money • Embrace change with enthusiasm and creative ideas • Work together and creatively produce the best outcomes for our customers and communities • Plan all activities with the end goal in mind

