

Kent County Council

Job Description: *Visitor Services and Events Officer*

Directorate: Growth, Environment and Transport
Unit/Section: Kent Country Parks
Grade: KR7
Responsible to: Visitor Services and Events Manager

Purpose of the Job:

To provide an enjoyable experience for all visitors to the parks, ensuring the smooth running of all visitor services functions including retail, events, team building, venue hire, birthday parties and customer interaction.

To provide day to day duty manager cover to ensure that excellent standards of customer service are maintained and responses to issues or problems are provided in a calm and professional manner.

Main duties and responsibilities:

- Duty manage the site-based visitor services, catering and warden teams as needed ensuring that customer service is consistently excellent, and that visitor services delivery is effective and meets customer expectations. This post will involve routinely working at weekends and bank holidays on a rota basis with the post holder working both Saturdays and Sundays for one weekend in two.
- Support the delivery of an annual events programme ensuring customer experience is balanced with profitability and ensuring good attendance and positive feedback are obtained.
- Provide a first class, professional venue hire, birthday party and team building service for all customers ensuring that their needs are understood and delivered on the day and that all booking and delivery processes are consistently met and agreed. Seek and act upon customer feedback to improve these services for the future.
- Duty manage the site in-house catering facility ensuring that customer service is excellent, and that catering and food hygiene systems are working effectively. At extremely busy times, there may be a requirement to step in and assist with delivery.
- Deal with any building maintenance issues required, including reporting issues to the relevant parties, managing contractors on site and supervising in-house cleaner/caretakers. Ensure that maintenance issues that are not resolved are escalated and monitored until a resolution is reached.
- Manage the site gift shop, including taking responsibility for stock ordering and rotation, pricing, display, sales reports and supervision of visitor services staff, in line with the Country Parks' retail policy to ensure that appropriate profit margins are met. Some cover on the front desk for staff breaks will be required.
- Work closely with other staff in your area to ensure a balanced, team approach to customer experience is delivered. This will include contributing to developing other new and innovative projects and services aimed at generating income whilst enhancing the countryside visitor experience based on customer feedback and understanding.

- Gaining an understanding of visitor needs and motivations and taking a lead role in electronic communications with customers for the site including website content, social media and marketing. Contribute to the marketing plan for the site ensuring that all products and services are promoted and communicated using the most appropriate methods as directed.
- Be responsible for the accurate accounting of all income generated on site, including its banking and ensure that all financial controls are adhered to including those for payments for invoices, purchase card transactions, management of stock and where applicable petty cash.
- Develop and maintain strong relationships with the local community and take a lead role in developing new volunteer opportunities to support the visitor services delivery at the site.
- Plan and prepare relevant visitor information that provides the required level of communication and enhances the visitor experience, ensuring that all information is up-to-date and produced in accordance with agreed branding and equal opportunities guidelines.

Footnote: This job description is provided to assist the job holder to know what their main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

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Person Specification: *Visitor Services and Events Officer*

The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted.

Applicants should describe in their application how they meet these criteria.

Qualifications	Educated to A Level or above (or equivalent) Holds, or is willing to train for, first aid certification
Experience	Experience of working in a lead role in a similar leisure-focused and public-facing environment Experience in supervising staff Experience of event planning and delivery Experience of corporate financial management such as banking, invoice payments or payroll.
Skills and Abilities	Excellent customer service skills and proven delivery of these in a public setting Excellent communication skills – able to produce effective written material for public information as well as speak in public confidently Excellent “people” skills - able to get on well with and enthuse people from a wide variety of backgrounds Well organised and able to manage numerous competing demands and activities at once Ability to handle cash accurately and account for cash/credit card sales. Excellent computing skills, particularly in use of Microsoft Office, web-based communication systems and social media
Knowledge	Awareness of environmental, countryside, outdoor education, leisure and recreational issues and how to manage the competing demands of public access and income generation Awareness of marketing tools and how to use these to best effect.

BEHAVIOURS AND KENT VALUES	Kent Values: <ul style="list-style-type: none">• We are brave. We do the right thing, we accept and offer challenge• We are curious to innovate and improve• We are compassionate, understanding and respectful to all• We are strong together by sharing knowledge• We are all responsible for the difference we make
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