Resort Information Assistant- Customer Service

Job Description

Role Profile Operational

Service/Team Commercial Operations- Resort Information Team

Reports to Resort Information Manager

Responsible for N/A

Number of posts 1

Post number 9672

Career Grade N/A

My job improves the quality of life for the people of Bournemouth Christchurch and Poole by providing a knowledgeable and top-quality customer service to residents and visitors. It ensures the continuous effective management of the Tourist Information Centre, Smugglers Cove Adventure Golf and Bournemouth Resort Information Office as an integral part of attracting locals and visitors to the area.

**Job overview**

Support the development, management and promotion of all visitor information outlets and Smugglers Cove Adventure Golf, alongside acting as first point of contact for the public. Process all customer telephone and web-based enquiries in a polite and effective manner ensuring excellent customer service. Develop our visitor experience to meet challenging income targets, whilst inspiring the team and ensuring consistent delivery of excellent customer service.

**Key Responsibilities**

Drive business growth through the development of new commercial activities and improve the visitor experience for customers. Deliver a commercially driven programme with a focus on developing new markets, increasing visitor numbers, maximising income generation and customer satisfaction.

Build positive relationships with stakeholders, partners, service providers and customers, ensuring customer satisfaction and customer care. Follow up and develop sales leads and respond swiftly to customer enquiries, reports and complaints.

Assist customers with all enquiries as required, using detailed knowledge of the seafront, conurbation, attractions, venues, and events as well as other tourism offers.

Deliver exceptional standards of customer service at our leisure attraction Smugglers Cove Adventure Golf, Bournemouth Tourist Information Centre, with the aim of driving income.

Monitor and replenish stock at all outlets with a strong focus on meeting sales targets.

Manage and resolve complaints and conflicts in line with set procedures.

Support the quality and delivery of marketing and promotional material, interpretation on web & social media.

Assist the beach hut team in the administration of the beach huts.

Support and work with the Seafront Operations team and other council departments to ensure all council objectives, practices and policies are adhered to.

Conduct site checks and report all found issues for maintenance and repair ensuring all Resort Information sites are safe, clean, and presentable for all visitors and staff.

Act as keyholder and ensure security of the Resort Information sites and associated areas by following correct procedures.

Supervise and develop casual staff across a 7-day rota to meet the needs of the service, consulting with other colleagues, as necessary.

**Specific Qualifications and Experience**

A customer care/ customer service qualification or equivalent experience in working in a customer-based environment.

Ability to multi-task in an ever-changing environment. Use own initiative and have a ‘problem solving think on your feet’ attitude.

Previous experience in a retail environment- knowledge of visual merchandising and sales.

Previous experience of working in a dynamic, high pressure and time-sensitive operational environment.

Experience of working in a seasonally based tourism attraction or related setting.

Knowledge of the local and wider tourism industry.

Proficient with IT Personal Qualities & Attributes

Confident communicator with excellent people skills and the ability to develop and sustain relationships with a wide variety of internal and external contacts.

Impeccable customer care and complaint handling skills

Flexible and adaptable ‘can do’ approach and a willingness to work individually or in a team.

Initiative-taking and able to work with minimal supervision.

High level of resilience, ability to act calm under pressure, forward plan and prioritise.

Well organised, efficient with a great attention to detail.

Effective time management skills and ability to prioritise essential tasks.

Willingness to undertake training and development, as necessary.

Ability to motivate and train colleagues and to promote a culture of empowerment and inclusion.

**Job Requirements**

Work in locations within Bournemouth, Christchurch and Poole as required.

This role involves manual handling.

Flexible working- 5 in 7 days, weekends and Bank Holidays as required and in line with the needs of the business.

Work annualised hours as seasonal demands dictate. The postholder is expected to work longer hours as required during peak summer months and any annual leave will be limited during these periods. Time off will be taken in lieu out of season.