



## CUSTOMER ASSISTANT, casual

### Introduction

Experience Oxfordshire is the Destination Management Organisation (DMO) for the county. We are the lead organisation for promoting and developing leisure, business and cultural tourism in Oxfordshire. Operating to not-for-profit principles, Experience Oxfordshire is a partnership organisation, actively engaged on a local, national and international level to grow the visitor economy.

The Visitor Economy is vitally important to Oxfordshire. Each year we welcome over 27 million visitors to the County who spend just over £2 billion in the local economy which supports over 33,000 – 10% of all jobs across Oxfordshire. We work with businesses to grow and develop the Visitor Economy and promote Oxfordshire as a great destination to live, work, visit and do business.

Our Partners come from all sectors of the Oxfordshire economy including hotels, attractions, retail, events, transport and restaurants. We collectively promote our Partners' products and services and grow the visitor economy across Oxfordshire through information provided in the Visitor Information Centre, marketing, media, travel trade and events.

Experience Oxfordshire generates the majority of its income from operating a range of commercial services which include: Oxford Visitor Information Centre, Oxford Official Walking Tours, Marketing, Conferencing, Partnership, Retail and Ticket sales.

The Visitor Information Centre services include: providing information and promoting Oxford & Oxfordshire, accommodation booking service, left luggage, selling tickets for a variety of attractions, transport and events including Official Walking tours, and selling souvenirs and publications from the gift shop.

### Job Description

**Job Purpose:** To handle enquiries from visitors over the counter, by phone or by email, helping to promote Experience Oxfordshire Partners, and Oxfordshire. Maximise the sale of tickets, travel services and retail items, ensuring that the highest standard of customer care is delivered and maintained at all times.

**Responsible to:** Visitor Information Centre Team Leader, Customer Services Supervisors

**Location:** Oxford Visitor Information Centre and/or other sites throughout Oxfordshire.

**Hourly rate:** Variable rates apply for those under 25, in line with (and above) the national living wage, as in the following chart.

Hourly rate	25 and over	21 – 24	18 – 20
Casual staff	£8.21	£7.75	£6.50



**Additional information:** This role is based on a rota and will include some working at weekends and Bank Holidays.

### **Main Tasks**

1. To handle enquiries from visitors and provide visitor information on Oxford and Oxfordshire by phone, email or over the counter, using reference materials and extraction of information from computerised systems.
2. To support the delivery of services to Partners, ensuring they receive value for money.
3. To assist in the provision of an accommodation booking service using a computer-based booking system.
4. To sell tickets and travel services including walking tours, using a range of both manual and computerised systems.
5. To help arrange the retail area and ensuring it is stocked up at all times thus assisting the team to achieve the retail income targets set.
6. To look for sales opportunities to promote all the services offered in the Visitor Information Centre and the wider service.
7. Cash handling and completing the banking procedures; being responsible for your own till drawer and banking the contents as required.
8. Ensure the leaflet area is full at all times with leaflets and brochures.
9. Access the computer and web databases and ensure data is captured from the customer at all times.
10. To comply with the Data Protection rules relevant to the business and ensure correct practice is adhered to.
11. To be aware of Health, Safety and Security issues and report any problems which you become aware of immediately.
12. To carry out all duties in line with Equal Opportunities policies in operation.
13. To undertake any such duties commensurate with the post as may be required.

### **Communication**

Internally: Customer Services Development Manager and Visitor Information Centre Team Leader, Customer Services Supervisors, Customer Assistants, Partnership Manager, Tour Desk Team Leader and Tour Desk Team.

Externally: Members of the public, tourism trade, cultural organisations.

### Person Specification

Factors	Essential or Desirable?	Assessment via *AF/IV/C
<b>Education/Qualifications</b> <ul style="list-style-type: none"> <li>Educated to GCSE/GNVQ level or equivalent by experience.</li> <li>Educated to at least A level or equivalent in a tourism or travel related subject</li> </ul>	<b>Essential</b>  <b>Desirable</b>	<b>AF/IV/C</b>  <b>AF/IV/C</b>
<b>Experience</b> <ul style="list-style-type: none"> <li>Proven work experience in sales and customer service environment</li> <li>Excellent knowledge of Oxford and Oxfordshire</li> <li>Working with income targets and deadlines</li> </ul>	<b>Essential</b>  <b>Essential</b>  <b>Desirable</b>	<b>AF/IV</b>  <b>AF/IV</b>  <b>AF/IV</b>
<b>Skills/Knowledge</b> <ul style="list-style-type: none"> <li>Excellent oral and written communication skills</li> <li>Good level of literacy and numeracy</li> <li>Computer keyboard skills / PC literate</li> <li>An interest in local culture, heritage and events in Oxford and Oxfordshire</li> <li>Oral and written communication skills at basic level in a second language</li> </ul>	<b>Essential</b>  <b>Essential</b>  <b>Essential</b>  <b>Desirable</b>  <b>Desirable</b>	<b>AF/IV</b>  <b>AF/IV</b>  <b>AF/IV</b>  <b>AF/IV</b>  <b>AF/IV</b>
<b>Personal Attributes</b> <ul style="list-style-type: none"> <li>Able to communicate with a variety of people in a friendly, confident manner and to work well in a team.</li> <li>Willing to work additional and/or unsociable hours upon request</li> <li>Flexibility to work at short notice</li> </ul>	<b>Essential</b>  <b>Essential</b>  <b>Desirable</b>	<b>IV</b>  <b>IV</b>  <b>IV</b>

\*(AF = application form or CV, IV = interview, C = certificate)