



Sudbury Town Council Job Description & Person Specification

Post:	Sudbury Tourist Information Officer (Summer Period)
Line Manager:	Business Manager
Salary:	£13.05 per hour (SCP 6)
Hours:	Part Time / Fixed Term (Wednesdays) 7.5 hours per week guaranteed with about 10 to 15 extra days work to cover staff holidays. This is a Fixed Term post to cover the summer holiday period from July until mid-September 2025.

MAIN PURPOSE OF JOB:

- To promote Sudbury as an excellent visitor destination through the provision of information and advice on local attractions, businesses, town events and accommodation.
- To keep an up-to-date knowledge of all Town Council news, events in Sudbury, the range of businesses in the town centre, leisure facilities (including walking routes and trails) and Sudbury's main visitor attractions programmes (Including *Gainsborough's House*, *The Quay Theatre* and *Sudbury Arts Centre at St Peter's*) so to best advise visitors to make the most of their visit to Sudbury.
- To acquire and maintain a good knowledge of Sudbury's history, heritage, and culture so to best answer visitors' questions.
- To support the work of Sudbury Town Council by explaining how residents and visitors can access the Town Council's services and to be an ambassador for Sudbury Town Council through face-to-face advice as well as answering telephone, online and email enquiries.
- To carry out the full range of tasks as required or set by the Business Manager for the benefit of the Community and Sudbury's Town Economy.



DUTIES & RESPONSIBILITIES:

Tourist Information Services

- To operate the public reception desk in the Town Hall, giving visitors advice on tourist opportunities in the local area and signposting residents to Sudbury Town Council services.
- To actively seek and pursue opportunities to promote Sudbury outside of the Tourist Information Centre. This may include arranging the delivery or collection of promotional materials to other UK tourist destinations.
- To promote tourist visits to Sudbury with an emphasis on bringing business into the town centre.
- To promote and 'upsell' our monthly 'Step into the Sudbury Story' guided tours and all events happening in Sudbury.
- To sell items of benefit to tourists or of particular significance to Sudbury, including associated stock control, recording and reconciliation of sales data.
- To maintain an up-to-date knowledge of all events upcoming in Sudbury, included event programmes of the town's main visitor attractions.
- To maintain up-to-date information about Sudbury on all tourist websites and social media platforms, as well as maintaining suitable stocks of physical leaflets, publications and posters.
- To work with all levels of tourist services covering the Sudbury area, including 'Visit Britain', 'Visit England', 'Visit East of England', 'Visit East Anglia' and 'Visit Suffolk' – listing Sudbury events on these platforms.
- To signpost residents / visitors to the correct member of staff or page on the website when enquiring about Sudbury Town Council's business which covers (but is not limited to) Sudbury Market, Sudbury Cemetery, allotments, town and civic events, Town Hall Assembly Room bookings, mayoral enquiries etc.
- Portraying a positive image of Sudbury Town Council and its partners. This requires staff to be polite, clean and smartly dressed at all times.
- To fulfil all duties required by partner organisations in their service level agreements.



GENERAL DUTIES:

- To be proficient in promoting the work of Sudbury Town Council on all social media, including, but not limited to, Facebook, Instagram, website, etc.
- To attend relevant training courses as may be required by the Council.
- To work as safely as possible having regard to other members of staff and the public in accordance with all risk assessments and the Health and Safety at Work Act 1974. This includes wearing and using all protective equipment supplied by Sudbury Town Council and engaging constructively with any vaccination or public health measures recommended by the government.
- Helping with seasonal events including operating stalls, dressing up and helping to promote the spirit of the event.

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