



## Job Description & Person Specification

<b>Post:</b>	Information Officer
<b>Type:</b>	Full time / Permanent subject to successful completion of a 6-month probationary period
<b>Line Manager:</b>	Business Manager
<b>Salary:</b>	£25,989 per annum (SCP 6)
<b>Working days / hours:</b>	5 days Monday - Friday Monday – Thursday, 9:00 – 17:00 Friday, 9:00 – 16:30

### MAIN PURPOSE OF JOB:

- To be the first point of contact for Sudbury Town Council, providing a friendly, professional service to our community and visitors.
- To support the work of Sudbury Town Council by signposting residents to relevant Council services and organisations covering the Sudbury area, and to be an ambassador for Sudbury Town Council through face-to-face advice as well as answering telephone, online and email enquiries.
- To pro-actively seek ways 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 carry out the full range of tasks as required or set by the Business Manager for the benefit of the wider 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 the best contact(s) for Sudbury Town Council services and other Council services covering the town of Sudbury and wider area.
- To keep the Tourist Information Centre looking clean, tidy and fully stocked at all times, ensuring all printed promotional materials are in date, requesting new stock as required. Information is presented using the 80% Sudbury, 20% neighbouring areas rule, ensuring our priority is always promoting Sudbury.
- 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 maintain and accurately record visitor information using our database.
- To promote and ‘upsell’ our monthly ‘Step into the Sudbury Story’ and specialist themed guided tours and all events happening in Sudbury.
- To promote and sell items of benefit to tourists or of particular significance to Sudbury, including associated stock control, recording and reconciliation of sales using our Sum up till system.
- 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 well presented at all times.
- To fulfil all duties required by partner organisations in their service level agreements.

## GENERAL DUTIES:

- To work with other administration officers in promoting the work of Sudbury Town Council on all online platforms, 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.

## ABOUT YOU

### Person Specification

- It is essential that you have a passion for Sudbury and are familiar with everything the town has to offer to visitors and residents.
- Friendly and approachable with an empathetic approach to problem solving.



- Excellent customer service skills and genuinely enjoys talking to and advising members of the public from all walks of life.
- Self-motivated and takes initiative.
- Comfortable with lone working.
- Ability to prioritise tasks.
- Excellent verbal and written communication skills.
- Experience or willingness to learn effective use of social media platforms as a tool for communication and to promote Sudbury and the work of Sudbury Town Council.

#### Knowledge and skills (Essential)

1. Knowledge and passion for working in customer-facing roles.
2. High standard of oral and written communication skills.
3. You will have good IT skills or a willingness to train on Microsoft apps (Excel, Word, Forms etc) and Outlook (email and calendar).
4. Good understanding of policies and processes and they are vital for Council work.

#### Knowledge and skills (Desirable)

5. Evidence of further professional development and/or relevant professional qualification
6. A good standard of general education.
7. An understanding of the work of local authorities.
8. A good understanding of the work and priorities of Sudbury Town Council.

#### Experience

1. Demonstratable experience in a customer-facing role(s).
2. Experience of working in a public sector organisation is desirable.

#### Personal qualities

1. Highly principled and with personal integrity
2. Positive 'can-do' attitude
3. To deal with comments, compliments and complaints in sensitive and timely manner.
4. An ability to work under pressure.
5. Decisive and assertive while diplomatic.
6. Committed to democratic and accountable processes.