

Job Description

Visitor Services Officer	
Grade	B
Directorate	Strategic Services
Place of Employment	Hoveton, Toad Hole Cottage and Ranworth

Main Purpose of the Job:

To provide a flexible and comprehensive information service with associated guided boat trips to members of the public across the three BA visitor hubs in order to promote understanding of the special qualities of the Broads.

Main Activities and Responsibilities:

1. Promote and increase visitor understanding and awareness of the special qualities of the Broads and the role of the Broads Authority.
2. Help to facilitate enjoyment by the general public by providing information on recreational opportunities, facilities and services, including encouraging sustainable tourism.
3. Encourage responsible behaviour and safe public use of the waterways and countryside.
4. Operate a comprehensive information/interpretation service utilising computerised information systems to provide information and assistance to visitors.
5. Operate an EPOS system to take payment and bookings for Broads Authority events and services and sell a variety of books/guides and souvenirs.
6. Operate Broads Authority boat trips, providing a positive and informative commentary on the Broads, its wildlife and related matters and the work of the Broads Authority.
7. Maintain and clean the boat/visitor hub on a daily basis and to carry out regular checks and report any omissions or defects promptly.
8. Assist in the opening and closing of the visitor hub at the beginning and the end of the season.
9. Monitor the use of Ranworth Staithe and the dinghy dyke and assist with mooring when available/possible.
10. Monitor use of the surrounding area including the river/broad and report any issues, including breaches of the byelaws, to Broads Control.

11. Carry out other duties appropriate to the nature and grade of the post as directed by the Head of Communications and or/Visitor Services Supervisor.

Key Relationships:

1. Reports to Visitor Services Supervisor (line manager).

Person Profile

Specification	Essential	Desirable
Education & Qualifications	<ul style="list-style-type: none"> ▪ Good numeracy & literacy skills. ▪ RYA Powerboat Level 2 (training will be given). 	<ul style="list-style-type: none"> ▪ Customer care qualification e.g. Welcome Host.
Specialist Knowledge & Skills	<ul style="list-style-type: none"> ▪ Good knowledge of the Broads, its wildlife and the surrounding area. ▪ Good boat handling skills and/or experience ▪ Knowledge of boating and navigation on the Broads. ▪ Good IT skills (Microsoft Office) and using the Internet. ▪ Be confident in a water environment. 	<ul style="list-style-type: none"> ▪ First Aid certificate ▪ Understanding of National Park purposes. ▪ Basic boat maintenance. ▪ Knowledge of EPOS tills and stock control.
Mental Skills	<ul style="list-style-type: none"> ▪ Use of judgemental skills to solve problems and enquiries from the general public i.e. retrieval of information from a variety of sources. ▪ Ability to interpret information and present to the public at the appropriate level. 	
Interpersonal & Communication Skills	<ul style="list-style-type: none"> • Excellent interpersonal skills in order to communicate verbally with a wide range of people in a friendly and welcoming manner. • Good team worker • Good presentational skills in order to give talks to a range of audiences. 	

Specification	Essential	Desirable
Physical Skills	<ul style="list-style-type: none"> ▪ Ability to operate Broads Authority boat trips. ▪ Good IT skills in order to use computer and computerised till. 	
Initiative & Independence	<ul style="list-style-type: none"> ▪ Ability to respond independently to unanticipated situations. ▪ Ability to work as an individual and as part of a team. ▪ Ability to resolve problems by directing them to the appropriate section / organisation. ▪ Ability to deal firmly and quickly with potential and actual emergencies. 	
Physical Demands	<ul style="list-style-type: none"> ▪ Some physical effort required in order to operate a trip boat and assist with mooring vessels including manual handling. ▪ Some lifting involved e.g. moving boxes of leaflets and stock. ▪ Post holder may be constrained by the nature of the role to remain at their desk for considerable periods of time. 	

Specification	Essential	Desirable
Mental Demands	<ul style="list-style-type: none"> ▪ Periods of enhanced mental attention when on boat trips. ▪ Ability to deal with conflicting demands and interruptions, e.g. dealing with customers in person whilst experiencing interruptions from telephone enquiries and need to respond to boaters requiring assistance on the staithe/quay. ▪ Concentration / attention to detail to ensure errors are not made when taking bookings / dealing with daily accounts. 	
Emotional Demands	<ul style="list-style-type: none"> ▪ Dealing with difficult customers and complaints. 	
Responsibility for People	<ul style="list-style-type: none"> ▪ Some direct impact on wellbeing of visitors, e.g. giving out safety information and advice that may affect their visit and their enjoyment of the Broads. ▪ Responsible for the health and safety of the public whilst they are on the boat trip and when assisting with mooring and management of the dingy dyke at Ranworth. ▪ Supporting tourism businesses in the local area through the provision of information and advice. 	
Responsibility for Supervision	<ul style="list-style-type: none"> ▪ Some training of new employees will occasionally be required. 	
Responsibility for Financial Resources	<ul style="list-style-type: none"> ▪ Responsibility for cash, cheque and credit card transactions. ▪ Reconciliation of daily accounts and banking of takings. Spending / reconciliation of small sums of petty cash. 	

Specification	Essential	Desirable
Responsibility for Physical Resources	<ul style="list-style-type: none"> ▪ Keep and maintain accurate logs and reports. ▪ Day to day maintenance of information centre, boat and boat shed. ▪ Responsible for centre stock and day-to-day upkeep of office equipment. ▪ Responsible for computerised / written data within TIC & TIC network. 	
Working Conditions	<ul style="list-style-type: none"> ▪ Some exposure to all weather conditions when operating boat trips. 	

Last updated: February 2022