



1. Post

Post:	Sales Assistant		
Department:	Visitor Information Centre		
Salary:	The Real Living Wage	Date:	April 2024

2. Supervisory responsibilities/position in structure

Responsible to:	Visitor Information Centre Manager		
Responsible for:	N/A		

3. Main function of job

To cover for busy periods (including Saturdays, Bank Holidays and lunchtimes) by assisting with the day-to-day operation of the Visitor Information Centre (VIC), providing an information service to the public and helping to promote Chester and Cheshire to all sectors.

4. Main duties

- To work the hours specified on the rota by the Manager as required.
- To answer queries from the general public through all channels of communications.
- To operate the Zonal computer system and tills, ensuring the security of all cash received including the balancing of cash receipts against sales.
- Provide a sales service that will include sales of publications, souvenirs and goods, tickets for events, attractions and travel.
- To assist with stock replenishment and organisation, including dealing with deliveries & unpacking of stock.
- To provide general administrative support including research, filing, mail duties and photocopying.
- To promote accommodation, attractions, events and other services to visitors, in order to encourage return visits.
- To assist with visual merchandising.
- To keep the VIC in a clean and tidy condition.
- To attend exhibitions and events as requested.
- To perform reasonable tasks as the Visitor Information Centre Manager may from time to time require.
- To always provide excellent customer service.
- To adhere to the requirements of the Data Protection Act in respect of confidentiality and disclosure of data.
- To carry out duties whilst adhering to the VIC Policy on Customer Care.
- The Post-holder is expected to carry out, in addition to the already mentioned duties, any other duties reasonably expected within the job role.



5. Person Specification

Essential or desirable requirement	E	D
Qualifications/education required:		
5 GCSEs (A-C), or equivalent	E	

Skills & Experience required:	E	D
Experience of working in a Retail/Sales environment – 1 years previous experience	E	
Good strong time management, ability to work under pressure	E	
Comprehensive ICT skills, with experience of using Microsoft Office Apps	E	
Excellent attention to detail, with strong written & verbal skills	E	
Knowledge of the Chester tourism product	D	
Ability to deal with enquiries in a clear and concise manner	E	
Excellent Customer Service skills	E	
Flexible approach, required to work on a rotational shift basis, including weekends & Bank Holidays	E	
Personal characteristics required:	E	D
Proactive, opportunistic and enthusiastic	E	
Reliable and delivery focused	E	
Self-motivated	E	
Creative, innovative approach	E	
Able to work in a team as well as independently	E	
Desire to make a difference	E	