



1. Job title	Visitor Services Officer
Service area	Economy and Culture
Service	Culture, tourism and sports
Team	Turkish Baths
Date prepared/ revised by	Jeanette Packwood, June 2020
Accountable to	Facilities Management Team
Post directly responsible for number of employees	Direct supervision: 0 Indirect supervision:
2. Main purpose	
Manages therapist time to maximise income for the facility. Provide front line services to customers of the Harrogate Turkish Baths. The services include information to both overseas and UK customers in relation to local attractions, Harrogate Borough Councils facilities and treatments etc. on offer at the Turkish Baths, using a wide range of media such as IT, printed resources and personal knowledge.	
3. Key contacts	
Internal: Colleagues, Senior Management, HBC colleagues (various sections)	
External: Customers, Suppliers, Contractors	
4. Main accountabilities	
• Manages therapist time to maximise income for the facility. • Maximising the bookings and reservations of services. • Upselling through advice and guidance to customers. • Retail and display of products and services. • Operational Support.	
5. Standard accountability statements	
Health and Safety: You are required to comply with Brimham's Health and Safety Policy and to take such steps as are reasonably practicable for your own health and safety and that of your colleagues at work and those affected by your work. You must comply with your safety responsibilities and must co-operate with management in all respects for the full implementation of Brimham's Active Health and Safety Policy. Your safety responsibilities are shown on the Health, Safety Responsibilities (HSR) for your post.	
Equality and Diversity: The post holder must adhere to all policies and procedures relating to equality and diversity in the workplace and provision of services.	

Data Protection: Brimhams Active Ltd staff must, at all times, maintain personal responsibility for the safe and secure movement of data within, into and out of the company.

Learning and Personal Development: The post holder has a personal responsibility for his or her own learning and development, and will maintain up to date records of achievement and attendance as required. The post holder must undertake the learning and training identified in the job skills matrix, and other relevant training that is identified and agreed with their manager.

Safeguarding Policy and Procedures: The post holder will adhere to all Brimhams Active Safeguarding Policy and Procedures.

6. Job activities

Main duties and responsibilities relating to accountabilities identified above

1.0. Bookings and Reservations of Services

Responsible for maximising income and therapist efficiency by effectively handling a wide range of enquiries/bookings from customers in person, via email, social media, website or over the telephone. Resolving the customer enquiry requires use of personal/specialist knowledge, supplemented by information from the internet or written productions.

Must retain a high level of specialist knowledge regarding treatment and facilities offer and how to apply this to the complex booking systems. Ensuring packages can be booked simultaneously whilst ensuring maximum efficiency of therapist time, minimising any therapist downtime.

Manages a wide range of bookings using a specialist software package including scheduling activity sessions/programmes, talks, treatments, etc. to maximise therapist efficiency

Ensures that all revenue is handled in accordance with financial procedures, controls and operational procedures.

2.0. Advice and Guidance To Customers

Provides information and advice in relation to the specialist offerings at Harrogate Borough Councils venues, including information about treatments, products and offers.

Deals with customer comments or complaints and refers to Manager if appropriate.
Maintains a resource of brochures, etc. for use across the district.

Will provide a high level of understanding of facility offer to ensure bookings made reflect the customer requests enquiry.

Provides relevant and accurate information regarding the local area, activities and facilities for visiting customers.

3.0. Retail Sales and Point of Sale

Ensures that sales targets are achieved by professionally displaying the retail offering using creative flair. Ensures customers are provided with the information in relation to the products as required.

Ensures customers are provided with the opportunity to purchase additional items and services which may be related to their purchases and existing bookings.

Maximises revenue from bookings and sales either on the day of purchase or in advance through upselling and 'needs matching'.

Is responsible for a wide range of saleable products including admission tickets to HBCs venues, treatments, retail products, and food/beverage offering.

Maintains the retail display areas in an attractive/creative innovative way to maximise the full potential for sales and services.

Monitors stock levels and provides re order information to the facility's management and replenishes shelves to maintain an attractive and inviting display.

4.0. Operational Support

Responsible as part of the team for customer related services, safety and welfare of customers, including specified responsibilities in the event of an emergency.

Assists the facility management team in the day to day administrative tasks and financial operating procedures and functions, including the collection and manipulation of key data.

Assists with the set up and closing down of the facility as and when necessary.

Takes part in any implementation of the NOP or EAP should the need arise, assisting with any incident that may occur, providing first aid if necessary (subject to qualification).

Assists with the security of the building and its monies/contents.

Reports any issues in relation to Health and Safety to their line manager, secures the area to ensure customer safety.

Liaises with contractors, notifies senior management, and ensures that any contractors receive site induction and signs in and out of the facility.

Assists the management team with the supervision and training of new and casual FOH staff.

Supervision of casual, volunteer and permanent therapy

The demands of the service are such that the post holder may be required to work irregular and unsocial hours.

The core working hours will be within 8.00 am - 9.30 pm

On infrequent specials occasions within 8.00 am - Midnight or later