



The Government of Sark
TOURISM COMMITTEE

A COMMITTEE OF THE CHIEF PLEAS OF SARK
COMMITTEE OFFICE, LA CHASSE MARETTE, SARK GY10 1SF
Telephone: (01481) 832118 E-mail: antony.dunks.cso@gov.sark.gg

JOB VACANCY

JOB TITLE: Visitor Officer with Sark Tourism

WAGES: £9.75 per hour

HOURS: 12 hours per week in Winter
18 hours per week in shoulder months
Minimum of 21 hours per week in summer

JOB DESCRIPTION:

The job is varied and anything but boring. Although greeting visitors coming into the Visitor Centre is part of the job, there is much more involved. The tasks have been broken down into two types: general everyday tasks and those which are more administrative in nature. You will be asked to deal with some of the administrative tasks from time to time.

A working knowledge of Microsoft Word and Excel is essential as is a willingness to learn about updating a website, using Microsoft Publisher and other software or social media.

General Tasks

- Man the office to greet visitors and answer questions – during high season we regularly deal with between 125-150 people in the Visitor Centre on a daily basis, sometimes this number increases beyond 200 per day
- Being familiar with history of Sark to answer visitor questions
- Answer phone calls, email enquiries and any Facebook messages
- Creating posts, uploading and posting on Facebook
- Write items for website, update the website with news items, amend website pages, upload events etc
- Prepare information leaflets for visitors and create posters for SVC events
- Circulate promotional material for event organisers
- Deal with competitions and entrants
- Arrange booking of mobility scooters, from providing initial information as to procedure, coordinating between Doctor's Surgery, the visitor and person carrying out the road test and thereafter making the booking, completing the spreadsheet with their details and taking the money
- Attending off island promotional events very occasionally
- Writing e-newsletters
- Meet and greet visiting media and tour operators
- Putting together media packs
- Facilitate and promote tourism events such as wild flower fortnight, Autumn Walking Week, lantern trail etc

Administrative Tasks

- Consider and report on the viability of advertising
- Prepare editorials and advertorials
- Arrange advertising and artwork
- Give media assistance by providing information for magazines, guidebooks and tour operators
- Working on promotional material such as brochures and maps, including design, content and compilation
- Meet with Tourism Committee, businesses, Seigneur, chamber of commerce, IoSS and other interested parties to discuss tourism, events and related issues
- Arranging familiarisation visits of journalists and tour operators including putting together an itinerary for the visit and contacting Sark businesses who are willing to assist
- Carry out a costs v benefit analysis and give careful consideration to the allocated budgets
- In respect of the brochure, map and website, initially costing out the material to produce effectively, informing businesses of the cost to advertise, chasing them up on the same, preparing invoices where required and thereafter chasing them for payment
- Processing catering, temporary catering and accommodation permits and collating records to comply with regulations
- Familiarisation with relevant regulations, such as GDPR, catering and tourism laws
- Analyse website and social media analytics and work with IT agent about methods to improve traffic to website and social media site
- Ensure website content is up to date and write new material
- Prepare survey to obtain feedback on visitor experience and analyse the feedback
- Act pro-actively to improve visitor experience and promote Sark, e.g. QR codes and historical trails, cultural/historical promotion e.g. Blue Plaque, write self-guided walking routes, improve SVC events and consider viability
- Assist small independent tour operators to put a package trip together
- Spend time with Sark Tourism's contacts and build new relationships with travel organisations
- Occasionally write press statements
- Analyse previous year's data and consider financial viability and popularity of programmes. Consider whether they should be continued or the format changed
- Facilitating events, e.g. discussing with organisers at outset and throughout, providing useful information such as no. of people island can accommodate, contacting other Sark businesses re sponsorship/discounts where required, publicising event on website, Facebook, Twitter, media contacts, local contacts and CI contact groups

HOW TO APPLY:

Please send a copy of your CV with a covering letter to:

Mrs Sandra Williams
Sark Visitor Centre
The Avenue
Sark
GY10 1SA

DEADLINE FOR SUBMISSION:

28th April 2019