BARRY TOWN COUNCIL
JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Visitor Services Team Leader
Grade: SCP 12-17 (£29,542 - £32,046)
Reporting To: Heritage Centre Manager
Responsible For: Casual Assistants and Volunteers, Event Staff
Hours: 37 hours per week
Working pattern: Monday to Friday, with a requirement to work regularly on Saturdays and occasionally for evening events on a rota basis
Fixed Term for 3 years, with a view to extend to 5 years

Purpose of the role

The Visitor Services Team Leader will coordinate the day-to-day public operation of Barry Town Council's Heritage Centre, ensuring that visitors, groups and volunteers receive a consistently welcoming, safe and well-organised experience. The postholder will lead and support a small team of casual staff and volunteers in coordinating daily activities.

In the first instance, the postholder will support mobilisation and opening of the centre, helping to establish front-of-house systems, volunteer arrangements, operational procedures and visitor-services standards. Once operational, the role will take day-to-day responsibility for reception, visitor services, rotas, volunteers, bookings and routine commercial activity.

The role supports delivery of the Council's Corporate Plan by ensuring the Heritage Centre is accessible, professionally run and focused on a high-quality visitor experience.

Key duties and responsibilities

1. Visitor services and operations

- Coordinate the day-to-day public opening and front-of-house operation of the Heritage Centre.
- Always deliver and promote outstanding visitor service standards.
- Ensure all visitors receive a friendly, inclusive and accessible experience.
- Coordinate opening and closing procedures and ensure the site is presented to a high standard throughout opening hours.
- Act as Duty Manager when delegated by the Heritage Centre Manager.
- Act as the first point of contact for visitors, members of the public and external enquiries.
- Respond to visitor enquiries, feedback and complaints, resolving routine matters and escalating significant issues appropriately.

- Coordinate group visits, bookings and visitor enquiries.
- Record visitor numbers, feedback and incidents and contribute to service improvements.
- Be a key holder for the Heritage Centre premises.

2. Staff and volunteer coordination

- Prepare and maintain staff, casual and volunteer rotas to support public opening and programme activity.
- Coordinate the recruitment, induction, deployment and day-to-day support of volunteers in accordance with Council procedures.
- Maintain accurate volunteer records, training information and operational guidance.
- Provide guidance, coaching and ongoing support to ensure excellent performance and visitor engagement.
- Support a positive, inclusive and welcoming team culture and escalate performance or conduct concerns to the Heritage Centre Manager.

3. Events, retail and income

- Support the operational delivery of events, activities and group visits, including room set-up, visitor flow and front-of-house arrangements.
- Coordinate day-to-day retail activity, stock control, donations and simple hospitality provision where applicable.
- Operate and oversee cash handling, electronic payments and point-of-sale procedures in line with Council requirements.
- Support external venue hires and other agreed income-generating activity.

4. Facilities, security and safety

- Undertake routine opening and closing checks and report building, maintenance, security or cleaning issues promptly.
- Support implementation of fire, evacuation, lone-working, first-aid and emergency procedures.
- Assist with risk assessments, incident recording and routine operational inspections.
- Work with the Heritage Centre Manager and Facilities team to ensure public areas remain safe, accessible and welcoming.

5. Governance and administration

- Maintain accurate booking, visitor, volunteer, retail and operational records.
- Support purchasing, stock control and other routine administrative processes in line with Council procedures.
- Provide operational information and performance data to the Heritage Centre Manager.
- Support implementation of relevant policies and procedures covering visitor services, volunteers, commercial activity and public access.

6. Health, safety, safeguarding and compliance

- Follow and help implement the Council's health and safety, safeguarding, equality, data protection and information policy requirements.
- Ensure volunteers and casual staff are aware of relevant operational and safety procedures.
- Take care of your own health and safety and ensure through training and guidance that you are aware of your responsibilities in relation to your role.

7. Equality, diversity, and Welsh Language

- Promote a welcoming and inclusive visitor experience and ensure accessibility requirements are considered in day-to-day operations.
- Uphold the Council's obligations under the Welsh Language Standards and support bilingual visitor communication.

8. Personal development

- Maintain up-to-date knowledge and skills in visitor services, volunteer coordination and safe venue operation.
- Undertake relevant training and professional development as agreed with the Heritage Centre Manager.

9. Other duties

- Undertake any other duties commensurate with the level of the post as directed by the Heritage Centre Manager.

CYNGOR TREF Y BARRI
BARRY TOWN COUNCIL

PERSON SPECIFICATION

Qualifications and experience

- Experience of working in visitor services, customer service, community facilities, hospitality or another comparable public-facing environment.
- Experience of coordinating staff, volunteers, rotas or day-to-day service delivery.
- Experience of dealing confidently and professionally with members of the public.
- Understanding of health and safety, equality and safeguarding responsibilities in a public-facing setting.

Skills and attributes

- Excellent interpersonal and customer-service skills.
- Strong organisational and administrative ability.
- Ability to remain calm, practical and solution focused when operational issues arise.
- Ability to coordinate people, tasks and competing priorities.
- Competence with standard IT systems and confidence learning booking, payment or point-of-sale systems.
- Accurate record keeping and attention to detail.

Personal qualities

- Welcoming, approachable and visitor focused.
- Reliable, organised and able to use initiative.
- Collaborative and supportive when working with staff and volunteers.
- Committed to public service, inclusion and community wellbeing.

Other requirements

- Willingness to work Saturdays, evenings and other hours required by the Heritage Centre opening and event programme.
- First-aid training desirable, or willingness to undertake training.
- Welsh speaker desirable.