

DIDCOT RAILWAY CENTRE

Visitor Services & Marketing Administrator

Reports to: Marketing & Events Manager

Responsible for: None

Job purpose:

Efficiently undertake administration and office duties, process bookings, respond to enquiries and provide support to Senior Management Team to assist with the smooth running of DRC and to help increase visitor numbers and revenue by ensuring that enquiries are converted into firm bookings.

Assist with marketing activities to raise awareness and profile of Didcot Railway Centre amongst target audiences.

Be part of the small Visitor Services Team that undertakes front of house duties on open days.

The Centre is open every weekend and daily in holiday periods, so weekend and Bank Holiday working is required. This is a full-time role working an average of 35 hours per week, on 5 days out of 7 – the exact days and hours will vary to meet the needs of the business.

Main Duties and Responsibilities:

- Provide admin support to M&EM, CEO and Operations Manager as required
- Covering the office and dealing with phone calls, e-mails and written enquiries
- Dealing with incoming post and distributing as required
- Taking bookings for all events and activities, upsell where possible and process payments as required
- Administer bookings for Group Visits, Meetings, Room Hire etc including liaison with clients and arrangements for payment
- Liaise with VSS, M&EM, Operations Manager and Catering Manager and other staff as required where bookings necessitate special arrangements/staff (e.g. lunches, guided tours)
- Monitor and process online bookings and orders – distributing as required
- Undertake VSA and other front of house duties as required – see VSA job description
- Cash up ticket office and shop as required
- Support M&EM with planning and delivery of events as required. Serve as part of organising team for selected and assist with site preparation/clear-up for events and other activities
- Assist M&EM with maintaining DRC's Facebook page and website and DRC entries on third-party sites
- Help M&EM with production and distribution of posters, handbills, e-newsletters & other marketing collateral as required
- Ensure posters, table talkers, leaflets, other marketing material and information displayed on site are up to date
- When required, attend trade shows, events and exhibitions to publicise DRC
- Report any serious issues immediately to management.
- Provide feedback from visitors and staff to Railway Centre management
- Be responsible for your own Health and Safety and follow DRC's H&S policy and practices – report any H&S concerns to VSS
- Carry out any other duties that may be reasonably requested by M&EM, CEO or Duty Manager