



## Information Pack

# Visitor Services Co-ordinator

January 2022

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# Who We Are

## About the Cathedral

Set in the medieval heart of England's smallest city, Wells is the earliest English Cathedral built in the Gothic style. The Cathedral has an international reputation and is the recipient of several Tourism Excellence Awards. Known as England's most poetic Cathedral, Wells has deservedly gained an enviable reputation for its lovingly maintained Gothic architecture, its world class music, and its Ministry of Welcome to some 290,000 visitors each year as well as the 150,000 or so people, drawn from local, national, and international audiences, who come to the Cathedral for services, concerts, lectures, and a wide range of other special events and activities.

Situated on the edge of the Mendip Hills in the County of Somerset, Wells is one of England's most beautiful and compact cities, built around the beautiful Cathedral of St Andrew. Its picturesque surroundings include a charming market square and high street, the Bishop's Palace, and the magnificent Vicars' Close, the UK's oldest medieval street still used for its original purpose.

Underpinning the life, worship, and ministry of the Cathedral is a diverse organisation where a lot is achieved with modest resources. It oversees and delivers a broad and diverse tapestry of activities which includes a world class choir, a works and estates department, a team of virgers, a library and archives, a programme of education, learning and outreach, finance, HR and administration functions, volunteer management, and trading companies. Funds to support the Cathedral as a place of worship and mission (involving maintaining our buildings, supporting those in

liturgical roles, clergy, musicians, and lay staff, and enabling the Cathedral buildings to be open to all every day of the year) come from a variety of sources. These include congregational giving, legacies, income from visitors, sums generated by trading activities, income from investments and property, donations from fundraising appeals by individuals, trusts and foundations, as well as through the generous support of the Friends of Wells Cathedral, the Wells Cathedral Trust, the Wells Cathedral Preservation Trust, and the Wells Cathedral Chorister Trust.

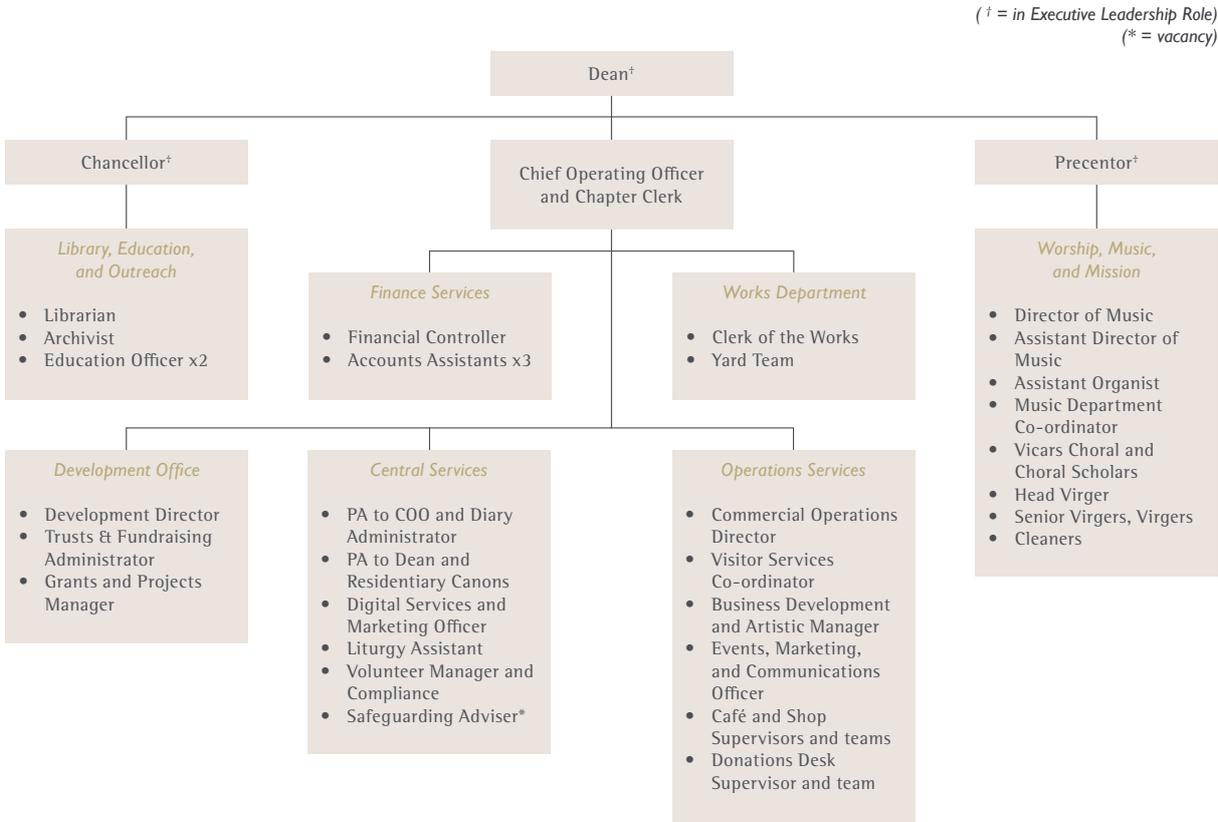
## How we are governed

The Chapter is the governing body of the Cathedral and, with The College of Canons and the Cathedral Council, currently forms the "body corporate" of the Cathedral. The Chapter sets the strategic direction for the Cathedral, and orders its worship and mission. It also has responsibility for care and maintenance for the Cathedral and its estate. Chapter meets formally 11 times a year.

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# Organisation Chart

The Cathedral employs a staff team (a mix of full-time and part-time personnel) of approximately 75 people. The current operational structure of the organisation, governed by the Chapter, is shown below:



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# Job Description

## **Post**

Visitor Services Co-ordinator

## **Reporting to**

Commercial Operations Director

## **Key Purpose Of Post**

To ensure an exceptional visitor experience is provided to drive additional footfall and revenue to the Cathedral. Play an active role in driving visitor numbers, identifying future markets, upselling of commercial products and encouraging repeat business.

## **Location**

Wells Cathedral, Wells, BA5 2PA

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# Main Duties and Responsibilities

- Manage the group visits booking process, from initial enquiry through to visit and follow up for feedback. Liaise with the catering and guiding teams to ensure all aspects of the visit are executed efficiently and professionally. Promote pre-visit materials at the point of booking.
- Maintain networks with current travel operators and work with the marketing team to promote the Cathedral experiences to other travel operators, individual group visitors, and visitor platforms. Represent the Cathedral at tourism industry trade shows and events
- Work with the marketing team to ensure the website is updated with correct visit and booking information, tours and gift vouchers, and external websites. Ensure that external websites are displaying accurate information
- Liaise with the local Tourist Information Centre, Visit Wells, Visit Somerset, and other local tour operators for tours and experiences in the Cathedral, and for local visitor information
- Work alongside the events team, processing bookings of concert and event tickets, and responding to requests for information
- Receive and act upon customer complaints, compliments, feedback, and special requests, including monitoring and responding to online reviews on platforms such as TripAdvisor and Google Reviews.
- Maintain the loyalty card database, providing regular newsletter updates, monitoring renewal reminders, and ensuring adherence to GDPR guidelines
- Ensure all requests for information are responded to in a timely and professional manner
- Undertake any other tasks that may be reasonably requested

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# Person Specification

## **Qualifications, Knowledge, and Experience**

### *Essential*

- G.C.S.E Grade C or above or equivalent in English and Maths
- Computer literate (i.e., Microsoft Office)
- Experience working in a customer services environment
- Experience recording data and maintaining records

### *Desirable*

- Experience working with IT Specialists

## **Skills and Abilities**

### *Essential*

- Superb customer service skills
- Ability to demonstrate a reliable, responsible, flexible, and trustworthy attitude and approach to tasks
- Good literacy and numeracy skills
- Have a confident and proactive approach to resolving problems and issues arising
- Attention to detail
- Self –motivated and able to work on own initiative
- Ability to work in a logical and methodical manner
- Ability to work collaboratively with a broad range of internal and external contacts
- Be willing to acquire a good working knowledge of the Cathedral

- Ability to work under pressure

### *Desirable*

- Use of point-of-sale IT systems
- Ability to cross-sell a variety of products and services

## **Work-related personal qualities**

- Outgoing, confident individual
- Team Player
- Display a positive and flexible approach
- Excellent telephone manner
- Enjoy working with people
- Willingness to work overtime when required.
- Adhere to the dress/uniform code and behave in a manner that is appropriate for the Cathedral

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# Main Terms and Conditions

<b>Employment Status</b>	Permanent												
<b>Hours of Work</b>	27.25 hours per week												
<b>Remuneration</b>	£15,062.70 per annum subject to annual review, payable on 24 <sup>th</sup> of the month, or the earliest and nearest working day thereto												
<b>Discount</b>	A discount of 10% is available from the Cathedral Shop and Café												
<b>Pension</b>	Defined Contribution Scheme. Contributions as % of salary: <table><thead><tr><th><i>Age</i></th><th><i>Employee</i></th><th><i>Employer</i></th></tr></thead><tbody><tr><td>&lt;50</td><td>3%</td><td>5%</td></tr><tr><td>50-55</td><td>4%</td><td>8%</td></tr><tr><td>&gt;55</td><td>5%</td><td>10%</td></tr></tbody></table>	<i>Age</i>	<i>Employee</i>	<i>Employer</i>	<50	3%	5%	50-55	4%	8%	>55	5%	10%
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<50	3%	5%											
50-55	4%	8%											
>55	5%	10%											
<b>Holiday</b>	Five working weeks inclusive of bank holidays The holiday year runs from 1 January to 31 December												
<b>Location</b>	Wells Cathedral, Wells, BA5 2PA												
<b>Parking</b>	Parking spaces are available in the Cathedral car park												
<b>Expenses</b>	All reasonable working expenses met in line with Cathedral policy												
<b>Probation</b>	This post will be subject to a probationary period of 6 months												

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# Applications

## How to Apply

Applications must be received by **12 noon** on **Monday 24 January 2022**.

A completed [Application Form](#) and [Equal Opportunities Monitoring Form](#) should be returned to the Human Resources Administrator by email:

**recruitment@wellscathedral.org.uk**

## Shortlisting

Shortlisting will take place in **w/c 24 January 2022**.

To ensure the fairness of the selection process, shortlisting will be based upon the information which you provide in your application and assumptions will not be made about your experience or skills. We will look for demonstrable evidence that you meet the criteria set out in the person specification. Information provided in your CV and covering letter will be viewed by HR, the recruiting manager, and interview panel. All applicants will be notified of the outcome of the shortlisting process.

## Selection process

Interviews will take place **w/c 31 January 2022**.

Further details about interviews will be communicated to shortlisted candidates nearer the time, recognising the impact of Covid-19 restrictions.

## Further information

We hope you find this pack provides all the information you need in order to consider your application for this post. If you have any questions or would like an informal conversation about the post, please contact the with the Commercial Operations Director, Alexia James:

**alexia.james@wellscathedral.org.uk**

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# Safeguarding

Wells Cathedral is committed to the safeguarding and protection of children, young people, and adults. We will carefully select, train, and support all those with any responsibility within the Church, in line with Safer Recruitment principles.

This means that we will:

- Ensure that our recruitment and selection processes are inclusive, fair, consistent, and transparent;
- Take all reasonable steps to prevent those who might harm children or adults from taking up, in our Churches, positions of respect, responsibility, or authority where they are trusted by others; and
- Adhere to safer recruitment legislation, guidance, and standards.

Further information can be found in our Safeguarding Policy available on the Cathedral website: **[wellscathedral.org.uk](http://wellscathedral.org.uk)**

All applicants are required to complete a Confidential Declaration Form as part of our recruitment process. This form is strictly confidential and, except under compulsion of law, will be seen only by those involved in the recruitment/appointment process and, when appropriate, the nominated safeguarding lead or someone acting in a similar role/position. All forms will be kept securely in compliance with the General Data Protection Regulation within the Data Protection Act 2018.

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