



SAFFRON WALDEN TOWN COUNCIL

Application Pack

Tourist Information Centre Manager

December 2025



Saffron Walden Town Hall



Turf Maze at The Common



Bridge End Garden

Images: Saffron Walden Tourist Information Centre (2018)

Appointment of Tourist Information Centre Manager

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The Town Hall
Market Street
Saffron Walden
CB10 1HR
T: (01799) 516501

SECTION 1 – Letter to applicants

Dear Sir/Madam

Tourist Information Centre Manager

Thank you for your interest in the above vacancy, SWTC is looking to appoint a Manager to support the work of the Tourist Information Centre.

I am pleased to enclose the following documents for your information:

- Job Description
- Person Specification
- Broad Outline of Conditions of Service
- Overview of Saffron Walden and the Town Council
- Application form

Further information about Saffron Walden and the Town Council is available on our websites – www.saffronwalden.gov.uk or www.visitsaffronwalden.gov.uk

If you wish to apply for this position please complete an application form and return by 12 noon on Monday 19th January 2026. Interviews are anticipated to take place w/c 26th January 2026, should you be unavailable this week please include this in your application form.

If you have any queries or require assistance with completion of the application form please contact the Town Clerk Lisa Courtney on 01799 516501 or email townclerk@saffronwalden.gov.uk. Please note that CVs will not be accepted.

Once again thank you for the interest you have shown in working for Saffron Walden Town Council and we look forward to receiving your completed application.

Yours faithfully

Lisa Courtney
Town Clerk

Tourist Information Centre Manager



Saffron Walden Town Council

Job Description – Tourist Information Centre Manager

Job Title: Tourist Information Centre Manager

Grade: Scale Points 18 – 23 as per the Local Government NJC pay scales, currently at £32,010 - £34,950 FTE

Hours: 21 hours per week, to include some Saturday working on a rota basis. A flexible working pattern will be required to meet the needs of the service.

Responsible to: Saffron Walden Town Council

Reporting to: Town Clerk

Term: This is part-time, permanent post

1. ROLE / OBJECTIVE

To promote Saffron Walden to visitors and the local community, providing information on the town, events and attractions and providing information for the local community on amenities and services etc.

To manage the day-to-day operation of the Saffron Walden Tourist Information Centre (TIC) and to ensure the effective and efficient provision of a visitor and residents information service.

To supervise and support TIC staff to ensure adequate cover and to monitor the content and quality of the information given and service provided

2. PRIMARY DUTIES AND RESPONSIBILITIES

(a) The TIC Service and Stock Management

- To ensure the TIC customers receive a comprehensive information and advice service provided in a courteous and respectful manner
- To ensure information about services provided by the TIC, advertisement posters, marketing information etc are current and easily accessible to customers
- To be responsible for designing or managing third party provision of eye catching and seasonally (or event focussed) displays both in the shop window and inside the shop and that products offered for sale are presented attractively
- To be responsible for general merchandising and selection of stock for the shop and application of stock control systems
- To monitor and ensure that the TIC shop/public access area is a safe, welcoming environment and stocked with current information and retail items
- To actively promote the TIC as a booking office for local events and productions using the Box Office system
- To operate efficiently and accurately process cash and card payments including the sale of tickets on behalf of other organisations and retail sales

(b) Staff Management

- To directly supervise and manage the Tourist Information Officers, including setting and overseeing daily workloads along with appraisals as appropriate, including:
 1. recruitment, induction, in house and external training
 2. allocation of daily tasks and duties
 3. supporting development of knowledge base re local amenities, attractions, events etc
 4. overseeing day to day staff and customer interactions and providing advice, support and guidance as required
 5. organise rota and to arrange cover if necessary, liaising and contact with staff as appropriate
 6. to work and support the Town Clerk in addressing any staffing issues at the Tourist Information Centre

- To work on a rota basis and closely with other staff and cover absences and duties as and when required, including the provision of appropriate cover for Saturdays and Bank Holidays

(c) Management and Administration

- To prepare and present, as appropriate, reports and statistics for Committees and other meetings using either Office packages and/or EPOS reports from the till system
- To attend meetings as and when required to represent the Tourist Information Centre service, with the occasional need to attend meetings which may be held in the evening
- To assist with the preparation, monitoring and control of TIC budgets in accordance with the Town Council's Financial Regulations as required
- Responsibility for an efficient banking process for income arising from till and box office sales
- To comply with Health & Safety practices in accordance with HSE guidance and legislation and to take reasonable care for own Health and Safety and for those of colleagues and members of the public
- To identify Health and Safety issues and take the necessary action to rectify potentially dangerous situations and to report any concerns to the Town Clerk or Operations Manager or their nominated delegated representative.
- To identify the need for urgent repairs/general repairs and to inform the Town Clerk/Operations Manager
- To be the primary point of contact for key stakeholders and partners in matters relating to the Tourist Information Centre
- To manage and oversee general administrative duties on behalf of the Tourist Information Centre services
- To support the Town Council's emerging tourism strategy
- To have an active role in appointing and maintaining a volunteer database

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. Therefore, there is the expectation that you will carry out any other reasonable duties or requests from your line manager, that are in keeping with this post or as may be determined from time to time by members of the Town Council.

3. WORK LOCATION

Normally you will be based at the Tourist Information Centre in Saffron Walden but you may be required to work from any other location within the Town or adjacent areas should circumstances make it necessary.

4. GENERAL CONDITIONS

- a. This job description is subject to your conditions of employment which, in the event of conflict, shall take precedence. The post holder will carry out the duties specified above, and other such duties as may be required from time to time. The job description may be reviewed and amended in the light of any changes that are made within the operation of the Town Council.
- b. It will be necessary for you to undertake training as required in line with your responsibilities.
- c. You will carry out your responsibilities with due regard to the Council's equal opportunities policy.

Person Specification – Tourist Information Centre Manager

The person specification is how we work out if you are the right person for the job. The essential criteria are prerequisites for the job, and you are unlikely to get an interview if you cannot demonstrate these. The desirable criteria help make candidates stand out, but we will provide full training and development in these areas if required. The criteria are assessed through the application form to shortlist for interview and at the interview itself.

	Essential	Desirable
Education, Training and Qualifications	<p>Good standard of education with a good level of literacy and numeracy</p> <p>Excellent proven management, administrative, coordinating and organisational skills</p>	<p>Knowledge of the local town services and attractions</p> <p>First Aid qualification</p> <p>Experience in a tourism environment</p> <p>An understanding of local government</p>
Work Experience	<p>Previous experience in public relations/ marketing/ tourism</p> <p>Good IT skills, including expertise in Word and Excel</p> <p>Project and people management, recognising key milestones and monitoring progress against a project plan</p> <p>Experience of supervision and day-to-day management of staff and volunteers</p> <p>Ability to co-ordinate a diverse range of activities</p> <p>Good organisational and administrative experience in a structured environment</p>	<p>Experience with card payment/IPOS tills etc</p>

Skills and aptitude	<p>Excellent communication and interpersonal / people skills</p> <p>Self-motivated and able to work on own initiative</p> <p>Confident and mature approach to dealing with a wide range of people</p> <p>Ability to prioritise work and meet deadlines Able to welcome and adapt to changing priorities and circumstances</p> <p>Able to use computerised systems in the work environment.</p>	
Other	<p>Able to work flexibly to accommodate peaks and troughs in workloads, including weekend working (as part of a team rota)</p> <p>An effective team worker, able to support and motivate a small team of staff and volunteers</p> <p>An enthusiastic interest in Saffron Walden and the locality</p>	<p>Current driving licence</p> <p>Literary and artistic skills</p>

SECTION 4 - Outline Conditions of Service

The following is an outline of the main terms and conditions of service attached to the post and simply seeks to provide an overview of terms and conditions for Council employees. The terms and conditions of service are those determined by the NJC for Local Government Services with some local variations.

PLACE OF WORK: The normal place of work shall be in Saffron Walden, Essex. Attendance at other locations both within and outside the town will be expected to complete the required role.

HEALTH: The successful applicant will be asked to complete a Medical Questionnaire, upon receipt of which the Council may refer matters to an Occupational Health Provider. The candidate may be required to undergo a medical examination if the Town Council considers this necessary. Any offer of employment may be conditional to a Medical Assessment.

HOURS: This is a part-time annualised hours post as directed by the Town Clerk. You will be required to work flexibly as part of the TIC team, to include Saturday working on a rota basis. Hours will average 21 hours per week.

SICKNESS: If you are absent from work we shall pay you:

- (a) Statutory Sick Pay (SSP) provided that you satisfy the relevant requirements; and
- (b) Council sick pay in accordance with the provisions of your employment contract provided that you comply with our procedures regarding sick leave and the Council's sick pay policy.

PENSION: You will be auto-enrolled into the Local Government Pension Scheme with the opportunity to "opt-out" should you wish to do so.

NOTICE: You will be required to give one month's written notice should you wish to terminate your employment. You will be entitled to receive one month's notice of termination of employment or your statutory entitlement, whichever is the greater.

PROBATIONARY PERIOD: The appointment is subject to a three months probationary period, during which will be expected to establish your suitability for the post. Your employment is subject to termination at any stage during the probationary period on you giving or receiving the appropriate notice under your terms of employment.

SALARY: Salary scale 18-23 (£32,010 - £34,950 FTE)

SECTION 5: Overview of Saffron Walden and the Town Council

Saffron Walden:

Saffron Walden is a beautiful, quintessentially English Market Town in a large, rural part of Essex. It is just 15 miles from Cambridge and has excellent road links to the M11, rail links to the London-Cambridge line and is just 30 minutes' drive from Stansted airport.

The town has held a Market Charter granted in 1141; markets are held every Tuesday and Saturday with a fine range and examples of local produce and gifts. The market boasts a wide variety of stalls selling goods ranging from fruit and veg, to clothing, to antiques and a very famous and popular fish bar (frequented by Jamie Oliver)! Saffron Walden Market was awarded the very prestigious "Best Small Outdoor Market" award in 2018 by the National Association of British Market Authorities.

Saffron Walden is a very attractive town with the centre being within a Conservation area. It boasts one of the largest and most beautiful churches in England, St Mary's being a fine example of medieval architect and splendour. There are many examples of Medieval and Jacobean buildings with architecture ranging from the 12th to the 21st Century.

The Town Council:

Saffron Walden Town Council was formed in 1974 following a national reform of local government systems and councils. The Municipal Borough of Saffron Walden was dissolved in 1974 and many assets and services previously delivered by them came into the ownership and responsibility of the Town Council.

Saffron Walden Town Council is the tier of local government closest to the community and people of Saffron Walden. It has offices in the heart of the Town Centre and delivers a wide range of services and facilities to the local people. The second tier of local government is Uttlesford District Council (<https://www.uttlesford.gov.uk/home>) and the third tier is Essex County Council, Chelmsford (<https://www.essex.gov.uk/Pages/Default.aspx>)

Services offered and delivered by the Town Council include:

- The twice weekly, award winning market
- Victorian, award winning gardens – Bridge End Gardens
- Award winning Tourist Information centre in the heart of the town providing information and support to tourists and local residents alike
- Public open spaces and parks
- The Common public open space
- Play areas and provision
- Youth clubs delivered in partnership with local youth organisations
- Cemetery

- Allotments
- Community centres
- Town Hall which hosts regular comedy nights and entertainment
- Wedding venues and opportunities at both Bridge End Gardens and the Town Hall
- Public conveniences
- Being the lead body on delivery of the emerging Neighbourhood Plan

The stunning Bridge End Gardens are located to the north of the town, just a short stroll from the main hub of market life. Bridge End Gardens are an excellent example of Victorian Gardens, providing a tranquil and pleasant walk through the Kitchen Gardens, Dutch Gardens, the Maze and Poet's Corner.

In 2016 the Town Council undertook a major refurbishment programme of the Town Hall, repairing and refurbishing struts, roofs and walls. This refurbishment programme was the catalyst of several other repair and refurbishment programmes in the town with the Town Council leading the way in protecting and enriching this stunning heritage.

The Town Council's priorities are: (<http://saffronwalden.gov.uk/mission-statement/>, 2018)

“• To be an efficient and effective Council;

• To improve the physical environment;

• To raise the standards of recreational facilities;

• To help represent the needs of the community;

• To encourage good governance;

• To promote the cultural and economic well-being of Saffron Walden”

The Town Council currently has 16 elected members with the next election due in May 2023. Council meets monthly (excluding August) and delegates considerable business to its committees which also meet on a monthly basis.

SAFFRON WALDEN TOWN COUNCIL APPLICATION FORM



STRICTLY CONFIDENTIAL

This application form is an integral part of our selection procedure. It has been designed to enable you to give us a meaningful written representation of yourself and your career interests. Please complete the form accurately in black type, but if sections do not apply, leave them blank. If you have insufficient room to provide the relevant information in any section, please continue on a separate sheet.

PART A: JOB DETAILS

Post applied for

PART B: PERSONAL DETAILS

Preferred title (Mr/Mrs/Ms/Miss/Dr etc)

Surname

Forenames

Address

 Work

 Home

 Mobile

 Email

Car Owner YES/NO

Current driving licence YES/NO

Detail of endorsements

The Asylum and Immigration Act 1996 makes it a criminal offence for us to employ those who do not live or work in the United Kingdom, therefore we will require evidence of legality prior to appointment. Documents which can support this include your passport or national identity card.

Do you require a work permit to work in this country YES/NO

National Insurance Number

Detail anything in your medical history or state of health relevant to this application

No. of days sick in the last 2 yrs

No. of spells of sickness in the last 2 yrs

Types of sickness in each spell in the last 2 yrs

PART D: PRESENT OR MOST RECENT EMPLOYMENT

Name and address of employer

Position held

Dates employed

Salary

£.....per annum

Key roles/achievements

- 1.
- 2.
- 3.

Reason for leaving

Date that you could take up new appointment

PART E: EMPLOYMENT HISTORY

Name and address of employer

Position held

Dates employed

Salary

£.....per annum

Key roles/achievements

- 1.
- 2.
- 3.

Reason for leaving

Name and address of employer
Position held
Dates employed
Salary £.....per annum
Key roles/achievements 1. 2. 3.
Reason for leaving

Name and address of employer
Position held
Dates employed
Salary £.....per annum
Key roles/achievements 1. 2. 3.
Reason for leaving

PROVIDE ADDITIONAL INFORMATION ON A SEPARATE SHEET IF NECESSARY

PART F: MEMBERSHIP OF PROFESSIONAL INSTITUTES

Give details of the membership body, type of membership and dates during which membership applied

PART G: PRESENT/MOST RECENT UNPAID ACTIVITY

Name and address of organisation

Position held

Dates involved

Key roles/achievements

- 1.
- 2.
- 3.

Reason for leaving (if relevant)

PART H: REFEREES

Do you wish to be approached before referees are contacted YES/NO

Please give details of **two** referees (one of which must be your present or last employer)

Name

Name

Address

Address

Email

Email

Tel

Tel

Position

Position

PART I: SUPPORTING STATEMENT

PART J: DECLARATIONS

To the best of my knowledge the information I have given is correct. I understand that giving false information or omitting to give relevant information could disqualify my application and, if I am appointed, could lead to my instant dismissal

.....
(Signature) (Date)

I understand that direct or indirect canvassing of councillors for any appointment shall disqualify me from appointment. I have not canvassed in connection with this application

.....
(Signature) (Date)

I have the following relationships and financial interests which are relevant to/conflict with this post

.....
(Signature) (Date)

If appointed, I consent to my personal information being held for the purpose of administration of my employment

.....
(Signature) (Date)

PART K: GUIDANCE NOTES FOR JOB APPLICATION

Please make sure your application is received by 12.00 Noon on the closing date.

PART J: Declaration of business or other interests will not necessarily disqualify you from consideration but potential conflict interests must be declared. To avoid allegations of bias any relevant relationships must be disclosed. If undisclosed then the candidate will be liable to disqualification from further consideration or to being summarily dismissed from their appointment.