

**WESTERN EUROPE AREA**  
**External Relations Department**  
**Information Centre Advisor**  
**Job Description**



**CWGC**  
Commonwealth War Graves Commission

<b>Job Band</b>	Band B
<b>Reporting to</b>	Commemorations and PR Supervisor
<b>Employees reporting to role</b>	N/A.
<b>Financial Responsibilities</b>	Delegated financial authority.
<b>Purpose of Job</b>	To manage the CWGC Ieper Information Centre, raise awareness and demonstrate the value of the CWGC by providing key information to visitors. The Information Centre Advisor will also gain support for our activities, facilitate visitors joining our Membership Scheme and sell marketing/publication items to members of the public.

**Key responsibilities and accountabilities**

**General**

- Manages the CWGC Information Centre in liaison with the External Relations team.
- Welcomes visitors and provides key information face-to-face and also via CWGC leaflets.
- Coordinates the sales of marketing / publication items and keeps accurate records of stock, purchases, process and replacements.
- Is responsible for the cash register as well as payments with credit cards and donations.
- Promotes the Membership Scheme and facilitates the signing up process.
- Assisting visitors with the use of Kiosks and CWGC website.
- Promotes and encourages the public to visit CWGC sites in Western Europe Area and wider commitment of the organisation.
- Is responsible for the visitors experience in the information centre by keeping the centre clean and tidy, easy to access and welcoming the public.
- Deals face-to-face with enquiries from the visiting public and answers their questions using the CWGC resources and/or in liaison with the External Relations team.
- Acts as a Host/Hostess by representing the Commission in an outstanding way.
- Is responsible for answering all public enquiries entering the platform 'salesforce' in cooperation with the External Relations-team.

**Team Performance**

- Communicates clearly with colleagues and works as an integral part of the Area External Relations team, providing advice and support to team members where appropriate and necessary.

**Project Responsibilities**

- Contributes to corporate projects, tasks and working groups as required/directed.

**Other Accountabilities**

- Works to clear, measurable and time-tabled objectives in line with the CWGC external relations strategy.

**Key contacts and relationships**

- General public.
- External stakeholders.
- External Relations team.
- All CWGC staff.

**Knowledge & qualifications/experience required**

- General Bachelor's degree or equivalent qualification/experience and ability to demonstrate experience/background in representing a Heritage Organisation or visitor tourist/information office.
- Experience of working with a diverse, international and multi-cultural range of stakeholders.
- Excellent command of Dutch and English language. Knowledge of French or German would be beneficial.
- Willingness to travel abroad in order to attend meetings or training.
- Face to face "Sales" experience and excellent customer care skills.
- Experienced in handling cash and/or till transactions is desirable.
- Experienced in working in a customer facing environment.

**Competencies & Key Skills (functional/technical)**

- Good IT skills.
- Good organisational skills.
- Good numerical skills.
- Good communication and interpersonal skills.
- Precise and punctual.
- Has an interest in the First and/or Second World wars.
- Has the ability to relay historical facts in an interesting and engaging way.
- Capable of prioritising and planning workload to meet deadlines.
- Acts with integrity, confidentiality and in a diplomatic way.
- Is reliable, resilient and has a flexible approach to changing work environment/situations and people.
- Commitment to job related training and development.
- Flexible approach and happy to adapt to the changing needs of the business.