



south west

Apprenticeship

company

Destination Management Administration Apprentice - J2695 – Apply now!

The Destination Management apprentices will spend up to 3 months at participating visitor attractions and tourism service providers within the beautiful Forest of Dean. The work programme will focus on customer service, visitor services, event management and planning, marketing and business development.

There will be 4 businesses involved with the Destination Management Apprenticeship. The apprenticeship programme will be managed by key members of the Forest of Dean and Wye Valley Tourism association board, so that the programme is consistent and co-ordinated for both the apprentices and the associated educational establishments.

Work based learning will include:

PEDAL A BIKE AWAY – May-June- July

Reception and admin:

- Telephone, answering customer queries
- Administration and management of visiting groups
- Manage bookings - ensure appropriate paperwork
- Rota guides
- Welcome groups on site and ensure a satisfactory visit
- Invoicing
- Prepare content for social media, trail condition updates, blog and e-newsletter under supervision Schedule posts etc
- Develop local information pack - trails, local accommodation, attractions, places to eat etc

Front of House:

- Front desk, customer facing role in the Café, Shop and general site
- Serve customers, stock presentation, merchandising, cash management
- Bike hire operation, will also involve bike washing and some minor maintenance tasks

PUZZLEWOOD - Aug-Sept-Oct

Front of house:

- Café
- Administration
- Visitor services and customer care

Marketing:

- Administration Support

Research:

- Visitor research

DEAN FOREST RAILWAY – Feb-March-April

Research:

- Customer satisfaction surveys
- Develop presentations and present results
- Develop action plans in respect of research

Front of house:

- Point of sale
- Ticket office

Marketing:

- Promoting/growing the group travel offering
- Event marketing and activities

(You will be asked to work some weekend days so that you can see how the courses are run & develop your customer service/ experience)

Applicants should be presentable and smartly dressed individuals who can demonstrate that they are able to communicate effectively in customer facing roles, on the telephone and by email.

Applicants should be able to demonstrate using their own initiative, have a welcoming demeanour and genuinely like working with people.

Qualifications Required: Minimum of 5 GCSEs (to include English Grade C and Maths Grade C) or equivalent

Weekly hours: 37.5 hours will include 2 weekends per month and bank holidays with mid-week days off in lieu

Wage: £5.00 per hour

If you would like to apply for this vacancy, please send a copy of your CV to applications@theswac.org.uk quoting reference number **J2695**.