

Job Description



Job Title	Tour Guide
Responsible to:	Corporate Manager
Responsible for:	N/A
Pay	£12.60 per tour
Date last reviewed:	July 2023
Job Purpose	
<p>You will be required to work effectively as part of a team. The role will require excellent communication and inter-personal skills. You will need to be motivated, have excellent communication skills and an ability to adapt to quickly changing situations.</p>	
Main Duties	
<ul style="list-style-type: none">• To provide a running commentary of Lincoln's 2,000 Year History utilising the tour guide notes provided.• To inter-act with the general public on the tour prior, during and post the tour.	
Tour Information	
<p>The Open Top Tour bus is managed by Lincoln BIG and operated by Stagecoach East Midlands.</p> <p>Tour Guides sit at the front of the tour bus, on the top deck, facing backwards – located by the microphone.</p> <p>The Stagecoach bus driver is responsible for all monies and ticketing on the bus.</p> <p>The service operates seasonally as follows:</p> <ul style="list-style-type: none">○ March - Discover Lincolnshire Weekend only.○ April, May and June – Weekends and Bank Holidays only.○ July, August, September – 7 days a week.○ October – Weekends only. <p>There are some exclusions to these dates due to events, for example the 10k Race, Cycle Grand Prix, Steampunk and the Half Marathon.</p>	

Tour duration is 50 minutes depending on traffic. Tours commence from the West Front of Lincoln Cathedral* as per the timetable below:

- 10.30 am
- 11.30 am
- 12.30 pm
- 1.30 pm
- 2.30 pm
- 3.30 pm

Occasionally when events are held outside the Cathedral, tours start on Northgate near the Lincoln Hotel.

A Tour Guide's shift would be a morning shift (10.30 am – 1.30 pm) or afternoon shift (1.30 pm – 4.30 pm). Shifts are selected voluntarily on-line using the Sign-Up system and are allocated on a first-come first-served basis.

You should aim to arrive before your first tour time to prepare yourself and ensure there are no problems.

Training will be on-the-job training with the Tour Guide Coordinator and other tour guides.

There are nine stops, all of which are request stops:

Bus Stop	Point of Interest
Lincoln Cathedral – <i>Minster Yard</i>	Lincoln Cathedral, Medieval Bishops' Palace, Visitor Information Centre, shopping and dining.
Northgate – <i>The Lincoln Hotel</i>	Bailgate shopping and dining, The Lincoln Hotel.
Newport Arch – <i>opposite BBC Radio Lincolnshire</i>	Roman sites including Newport Arch, Bailgate shopping and dining, Bishop Grosseteste University.
Lincoln Castle – <i>Westgate</i>	Lincoln Castle, Roman sites, Steep Hill and The Strait, Bailgate shopping and dining.
Museum of Lincolnshire Life – <i>Burton Road</i>	Museum of Lincolnshire Life, Ellis Mill, Burton Road shopping and dining.
Brayford Waterfront – <i>Holiday Inn</i>	University of Lincoln, Brayford Belle boat trips, bars, restaurants, hotels and cinema.
Transport Hub – <i>Opposite Train Station</i>	Railway Station, Bus Station, Cornhill Quarter shopping and dining, cinema.
High Street – <i>St Swithins Square</i>	Guildhall & Stonebow, High Street Shopping, Central Library, The Drill, Waterside Shopping Centre.
Cultural Quarter – <i>Silver Street</i>	Lincoln Museum, Usher Art Gallery, New Theatre Royal, The Strait, Lincoln College.

Tour Guides are supplied with:

- Tour Guide Jackets (*Dress code is smart*)
- Name Badges
- Microphone cover

This job description reflects the core activities of the post. As the service and the postholder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. We expect that the postholder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary.

Parameters of Role

The Postholder will be required to work closely with colleagues to ensure that all tours are covered.

You also need to keep in mind that you are not only an ambassador for the Tour Bus but also for Lincoln BIG and the City of Lincoln.

Person Specification



This section describes the knowledge, experience and competence required by the post-holder that is necessary for an acceptable standard of performance in carrying out this role.		
	Assessment method (A, I)	Essential / Desirable
Qualifications		
General standard of education with a minimum of GCSE English and Maths or equivalent	A	Essential
Knowledge and Experience		
Previous Guiding experience, <i>eg Castle, Cathedral, IBCC, Guildhall, Belton House, Battlefield Tour Guide etc</i>	A	Desirable
Skills		
Strong organisational skills with the ability to work unsupervised	A/I	Essential
Strong customer service skills with the ability to respond to customers' needs	A/I	Essential
Well-developed verbal communication skills with the ability to communicate with people at all levels	A/I	Essential
Team working skills	A/I	Essential
A genuine interest in tour guiding and history	A/I	Essential
Good attention to detail	A/I	Essential
Creative frame of mind	A/I	Desirable
Special Requirements (eg working hours, driving licence etc)		
This post will require some evening and weekend working.	A/I	Essential
To have enthusiasm, reliability, flexibility and self-motivation	A/I	Essential
Please note that the criteria specified on this form will be used as guidance when short-listing all applications and again at interview. Please ensure you provide evidence within your application giving examples, where appropriate, as to how you meet the specified requirement for the job.		
* Assessment criteria A = Application, I = Interview		
Personal Attributes		
<ul style="list-style-type: none"> • Excellent inter-personal skills • Can-do attitude • Flexibility to changes in routine • Punctual and reliable • Self-motivated • Able to work on own initiative • Willingness to learn new skills • Equally comfortable working on own or as part of a team 		