

Position Description

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| Position Title: | Tourism Services Officer |
| Incumbent: | |
| Key Result Area: | Economic Development |
| Classification: | Band 4 |
| Award name: | Victorian Local Authorities Award 2001 varied by the Towong Shire Council Enterprise Agreement 2014 |
| Hours: | 20 hours per week |
| Employment term: | Permanent |
| Employment type: | Part time |
| Location: | Corryong Visitor Information Centre |
| Reports to: | Manager Economic Development |
| Supervises: | Nil |
| Approved by: | Chief Executive Officer |
| Date approved: | January 2018 |
| Document type: | Position Description |
| Reference: | Personnel |

Position Objectives

- Demonstrate positive and supportive behaviours consistent with Council's values, towards all staff, contractors and Councillors
- Embrace innovation, technology and sustainability in delivering the objectives and key responsibilities of the role
- Oversee the day to day operations of the Corryong Visitor Information centre
- Efficiently and accurately maintain the Towong Tourism websites
- Provide quality visitor servicing support to operators throughout the Towong Shire including coordination of training
- Build and maintain strong relationships with key stakeholders
- Provide information and support to the Manager Economic Development in relation to visitor servicing across the Towong Shire
- To deliver professional, courteous, efficient service to all internal and external customers, that meets the standard of a World Class Small Council

Key Responsibilities and Duties

Visitor Information Centre

- Oversee the day to day operations of the Corryong Visitor Information Centre
- Actively engage with and provide advice to visitors
- Ensure appropriate and adequate information is displayed in and distributed from the Visitor Information Centre
- Keep up-to-date with best practice for Visitor Information Centres and contribute to the identification and implementation of improvements
- Monitor and maintain secondary visitor information sites including the Eskdale and Tallangatta static visitor information displays and the Hub Cottage Industries in Tallangatta, as well as pop up events as required, to ensure appropriate stock levels and quality of display and materials
- Promote high quality merchandising within the Visitor Information Centre in partnership with the Man from Snowy River Tourist Association
- Monitor volunteers, and review with the Visitor Services Officer (10 hours per week), to identify training opportunities to ensure that volunteers provide the highest quality of service and advice to visitors
- Actively contribute to the positive team environment within the Visitor Information Centre

Tourism Promotion

- Under the direction of the Manager Economic Development undertake regular reviews and updates to the two Towong Tourism websites (including seasonal updates and updates for special events) to ensure that they remain a dynamic tool for visitor servicing
- Engage with operators to ensure that listings on the Towong Tourism websites are current and encourage operators to renew listings annually
- Prepare and distribute Towong Shire's monthly 'What's on' newsletter
- Provide input into tourism promotion activities as directed by the Manager Economic Development, including developing photography briefs, tourism marketing collateral and regional tourism promotions

Operator Engagement

- Engage with operators to determine key areas of support required to ensure high quality visitor servicing across the Towong Shire
- Under the guidance of the Manager Economic Development, coordinate training sessions for operators on topics such as: customer service, marketing, digital readiness, staff management, HR etc
- Administer four Business After Hours events annually in conjunction with the Manager Economic Development
- Encourage and support operators to leverage from existing branding, thematic and regional marketing materials and events
- Offer support to individual businesses as required to assist in improving the tourism offering and visitor servicing capability of businesses across Towong Shire
- Using Towong Shire templates, build and maintain an accurate database of operator details to aid in communication

Relationship Management

- Build strong working relationships with staff, volunteers, operators and stakeholder organisations
- Build strong working relationships with the Man from Snowy River Bush Festival, Man from Snowy River Tourist Association, Upper Murray Business Inc, Tourism North East, and the High Country Visitor Information Centre Network, and other stakeholders as identified
- Attend meetings of the Man from Snowy River Tourist Association and provide updates to the Manager Economic Development

Risk Management

- Ensure Council's Risk Management Policy and Procedures are observed and complied with at a personal level

Occupational Health and Safety

- Ensure Council's Occupational Health and Safety Policy and Procedures are observed and complied with at a personal level
- Ensure that no actions taken by the officer interfere with or place at risk the health and safety of any person at the workplace

Other Duties

- Maintain effective communication with staff and volunteers
- Ensure compliance with the Information Privacy Act 2000 and treat all information of a sensitive nature concerning the business of Council, Ratepayers, Residents and volunteers in a professional and confidential manner
- Ensure that workplans are prepared and workplan meetings are undertaken with the Manager Economic Development to review these on a quarterly basis

Accountability and Extent of Authority

- Under the guidance of the Manager Economic Development, authority is extended to decision making within relevant areas not requiring a direct Council resolution, within the constraints of the Council Plan, policies and delegations, statutory obligations and budget

Selection Criteria

Specialist Skills and Knowledge

- Sound working knowledge of tourism and visitor servicing principals
- Sound administrative and writing skills
- Ability to provide support to volunteers including induction and ongoing training in line with Council policies and procedures
- Demonstrated sensitivity and experience in dealing with people
- Local knowledge of the Upper Murray area particularly and Towong Shire area more broadly will be well regarded

Judgment and Decision Making Skills

- Judgment and decision making is required within the accountability and extent of authority of the position
- Ability to use discretion to undertake standard practices and processes, in line with Council's policies and procedures and with the guidance of the Manager Economic Development
- Ability to assist volunteers by providing guidance, advice and training on routine procedural or administrative matters

Management Skills

- Ability to manage own time, and plan and organise one's own work within the resources available and within a set timetable
- Supervision and induction of volunteers in line with Council's policies and procedures and under the guidance of the Manager Economic Development

Interpersonal Skills

- Demonstrated verbal and written communication skills to produce routine correspondence and reports
- Demonstrated sensitivity in dealing with volunteers and the public

Qualification and Experience

- Experience in tourism or tourism related service delivery
- Experience in operator engagement
- High level computer competency
- Tertiary training in tourism or related field will be highly regarded

Physical Working Conditions

| Type of Hazard | Frequency | | | | | |
|------------------------------------------|-----------|---|---------|---|-------|---|
| | Rarely | | Regular | | Often | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Noise eg. chainsaw | ✓ | | | | | |
| Manual Handling eg. lifting | ✓ | | | | | |
| Operation of heavy machinery eg. tractor | ✓ | | | | | |
| Confined spaces eg. sewerage lines | ✓ | | | | | |
| Hazardous substances eg. herbicide | ✓ | | | | | |
| Heat and exposure eg. outdoors | ✓ | | | | | |
| Isolation eg. tip supervision | | | | ✓ | | |
| Sedentary eg. computer operation | | | | | ✓ | |
| Dusty environment eg. quarry | ✓ | | | | | |

Key: Rarely: once monthly for say ½ hour
 Regularly: once weekly for say 1 - 2 hours
 Often: once daily for say at least 3 hours

This position description has been approved by the Chief Executive Officer.

Juliana Phelps

Chief Executive Officer

Date: