

POSITION DESCRIPTION

VISITOR SERVICES OFFICER

Position Details

Department:	Community Services
Unit:	Economic Development
Classification:	Band 4
Date Reviewed:	April 2024
Award:	This position is subject to the Glenelg Shire Council's Enterprise Agreement

Values & Behaviours

Glenelg Shire Council is a values-based organisation that aims to attract, develop and retain people with ability, passion and potential within a culture of continuous learning and high performance.

Respect**Innovation****Integrity****Teamwork****Service
Excellence**

Equal Employment Opportunity and Human Rights Principles

Glenelg Shire Council is an equal opportunity employer who embraces diversity through our organisation and community. We ensure fair, equitable and non-discriminatory consideration is given to all applicants, regardless of age, sex, disability, marital status, pregnancy, sexual orientation, race, religious beliefs or other irrelevant factor. Glenelg Shire Council is committed to the Human Rights principles and responsibilities of freedom, respect, equality and dignity.

Child Safe Standards Commitment

Glenelg Shire Council is committed to the safety, participation and empowerment of all children. Reducing and removing the risk of child abuse will be at the centre of our decision-making concerning children in our organisation.

Council has zero tolerance for child abuse and all allegations and safety concerns will be treated seriously and acted upon. Council will actively listen to children, ensuring their voices are heard and considered in decisions that affect their lives. This approach is reflected in Council's Community Engagement Framework and Youth Charter.

Position Objectives

- Ensure the effective and efficient operating of the Visitor Information Centre.
- This position plays an important role in the operation of the centre, particularly regarding the responsibility for delivering efficient, courteous and excellent customer service including welcoming visitors, provision of tourist information, cash handling duties, office procedures, and ensuring that other employees and centre volunteers deliver a standard of service and teamwork that reflects well on the organisation.
- To effectively facilitate, monitor and distribute visitor information to and from all relevant sources.
- To actively encourage visitors to explore more of the Shire.

POSITION DESCRIPTION

VISITOR SERVICES OFFICER

Key Responsibilities & Performance Standards

The key responsibilities and performance standards may be modified from time to time to ensure that the desired outcomes are in accordance with the Annual Plans which seek to achieve Council's stated goals as identified in its Council Plan. Without limiting the above, the key responsibilities and the performance standards of the Officer will include:

Specific Duties

- Deal courteously and efficiently with all visitor enquiries received including in person, by telephone, email, social media and websites, etc., which promotes the positive image of Council.
- Make informed suggestions on touring routes, travel arrangements, accommodation, tours and attractions.
- Source and provide appropriate maps, brochures, and electronic information to visitors in response to local and state-wide touring enquiries.
- Restock brochures stands; monitor brochure flow, including keeping local and state operator/s brochures fully stocked.
- Ensure other Visitor Centres are kept stocked with Glenelg Shire information.
- Order brochures when required, ensuring adequate stock levels are maintained.
- Undertake and reconcile financial transactions including balancing and recording daily totals, updating of daily statistics, daily banking and end of weekly, fortnight and month reports.
- Maintain a current local calendar of events for the area.
- General administration tasks, including filing, word processing etc., as assigned by the Manager.
- Attend and participate in training sessions, employee meetings and participate in regular local and industry familiarisation tours.
- Maintain a "can do" attitude when dealing with visitors, employees and volunteers.
- Display a positive attitude towards Council policy and decisions in relation to the position and the public image of Council.
- Promote a positive image of Council when dealing with both internal and external customers.

General Duties

- Work effectively within the volunteer and team network and to have a positive relationship with co-workers.
- Assist with day-to-day sales, cash handling and issuing of any relevant permits.
- Liaise effectively with tourism business operators and community groups, at a local level when required or needed.
- Preparation of routine correspondence and reports.
- Good verbal communication skills.
- Participate in relief and recovery activities as reasonably required within the municipality during and after an emergency event.

Specific Requirements

- A standard uniform is assigned to the position and is to be worn at all times.
- This position is subject to a seven day a week roster, which will require employees to incorporate weekend working hours as part of the normal hours of employment. (In accordance with clause 16.9 – Glenelg Shire Council Enterprise Agreement).

POSITION DESCRIPTION

VISITOR SERVICES OFFICER

Key Responsibilities & Performance Standards Continued

The Manager may direct the Officer to carry out such duties as are within the limits of the employee's skill, competence and training, provided such duties do not promote a narrowing of the employee's skill base.

The position will require the achievement of performance standards and indicators determined on an annual basis and subject to ongoing review.

Confidentiality

The Officer must not, whether during or after the Officer's employment with Council, make any improper disclosure or use of:

- Any information or trade secrets of the Council;
- The position of the Council or of any Councillor or Council Officer on any confidential matter; or
- Any other information whatsoever, the disclosure of which may be detrimental to the interests of the Council or of any other person who has provided it to the Council on a confidential basis, unless the Officer is required to disclose the information by law. The Officer must use the Officer's best endeavours to prevent the improper publication or disclosure or use of any such information by anyone else.

Organisational Relationships

Reports to: Visitor Services Team Leader

Supervises: Volunteers

Accountability & Extent of Authority

- Accountable to the Manager for meeting established performance objectives.
- Accountable for ensuring that all work is carried out to a high standard and within the required deadlines.
- Required to have a general knowledge of relevant statutory and Council procedures appropriate to the responsibilities of the position to enable the employee to select the appropriate course of action in any particular case, usually in consultation with the Manager.
- This position is responsible for making routine decisions for the efficient and effective performance of such duties in accordance with guidelines established by the Manager.
- The extent of authority for the position is in accordance with Council policies, procedures and delegations.
- Respond to visitor safety and comfort needs as required.
- Present guided tours and information within allocated timeframes.
- Works within specific guidelines and routine supervision either individually or in a team environment.
- Ability to work under general supervision.
- Ability to plan own work at least several days in advance.
- Ability to exercise some discretion.

Judgement & Decision Making

- Judgement outside work tasks of the role must be referred to the Manager.
- May resolve minor problems that relate to immediate work tasks.
- Ability to provide advice to visitors.
- Ability to exercise initiative.

POSITION DESCRIPTION

VISITOR SERVICES OFFICER

Judgement & Decision Making Continued

- Ability to determine the best route to ensure the resolution of an inquiry, selected from procedures.
- Ability to judge the relative importance/urgency of requests and tasks to Council.
- Guidance and advice is always available.

Management Skills

- Skills in time management with an ability to assess work priorities and ensure the completion of own tasks.
- Able to effectively communicate and assist other employees by providing guidance, advice and ability to train volunteers and new employees, if required on routine matters.
- Skills in managing time and one's own workload.
- Basic knowledge of employment practices.

Skills & Knowledge Required

- Sound verbal communication skills.
- Previous experience in the delivery of good customer service.
- Some experience or high enthusiasm for tour guiding and public speaking.
- Knowledge of tourism products and services – specifically history, geography, features and local and regional attractions.
- Skills and knowledge in the areas of promotion, sales and customer service.
- Proficient and accurate computer skills including Using Microsoft Word, Access, Excel and e-mail, internet, point of sale together with proficient keyboard skills.
- Good public relation skills with an ability to exercise sensitivity and flexibility to handle possible difficult customers.
- Ability to provide accurate and informative commentary for organised and impromptu tours.

Interpersonal Skills

- Ability to gain cooperation and assistance from customers, other employees, volunteers and members of the public in well-defined activities.
- Good skills in effective routine written communication.
- Ability to work harmoniously within a team environment and promote a team approach and also work independently.
- Ability to follow directions and display and maintain a courteous and professional manner.
- Excellent telephone manner.
- Active participation in self-development programs to enhance personal contribution to the organisation.

Qualifications & Experience

- Minimum Year 12 or equivalent.
- Completion of Certificate IV in the tourism field would be desirable, but not essential.
- A current driver's licence is essential.
- Understanding of the tourism industry and local tourism knowledge.
- Experience or background in sales, marketing and retail and dealing with customer service is essential.
- Proficient in the use of computers including Word, Excel, Email and Point of Sale.
- Experience or a high level of enthusiasm in the provision of public speaking, group presentations and/or tour guiding would be an advantage.

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VISITOR SERVICES OFFICER

Employee Risk Management Responsibilities (including OH&S)

The following items are the duties of each employee:

- To take reasonable care for their own safety and the safety of others affected by their acts or omissions;
- To co-operate with their employer in relation to any action taken to comply with the OH&S Act;
- Not wilfully or recklessly interfere with or misuse anything provided in the interest of health and safety;
- Not wilfully place at risk the health and safety of any person at the workplace;
- Report all safety hazards and risk exposures, including losses to their supervisor;
- Maintain physical security of all property, equipment and buildings within your jurisdiction and control;
- All staff are required to actively reduce Council's exposure to losses related to security, public liability and professional indemnity, fraud and corruption and reporting areas of concern.

Key Selection Criteria

- Sound customer service and computer skills.
- Ability to write routine correspondence.
- Ability to work harmoniously within a team environment to promote a team approach.
- Ability to resolve minor problems within scope of role.
- Sound time management and organisational skills.
- Understanding of the tourism industry and local tourism knowledge.
- Flexibility and adaptability to changing work environment, including working at other work locations i.e. Casterton, Portland and Nelson Visitor Information Centres.
- A current driver's licence.
- Ongoing satisfactory Police Check.
- Valid Working with Children Check card (Employee).

Signatures

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Employee's Name

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Employee's Signature

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Date

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Manager's Signature

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Date