

POSITION DESCRIPTION

Position Title:	Visitor Services Officer
Position Number/s:	CCB-174
Employment Type:	Part Time, Permanent
Agreement:	Charters Towers Regional Council Union Collective Certified Agreement 2023
Award:	Queensland Local Government Industry (Stream A) Award – State 2017
Classification:	Level 2
Directorate:	Corporate and Community Building

POSITION OBJECTIVE

Under regular direction, this position provides assistance and contributes to the promotion and marketing of the Charters Towers region and supports the operation and initiatives of the Charters Towers Visitor Information Centre and overall visitor services.

ORGANISATIONAL RELATIONSHIPS

Reports to:	Tourism Coordinator
Directly Supervises:	Nil

DELEGATIONS

In accordance with Charters Towers Regional Council's Register of Delegations.

KEY RESPONSIBILITIES

1. Assist with the daily operation of the Visitor Information Centre (VIC) according to the daily operational requirements, workflow, operating requirements and tasks as stated in the Centre's Operations Manual.
2. Provide support to the Volunteer personnel in the absence of or as directed by the Tourism Coordinator.
3. Ensure telephone and counter enquiries from internal and external customers are attended to in a prompt, professional and courteous manner.
4. Provide accurate and clear information to visitors and the local community about the region, including accommodation, attractions, events, services, etc. and re-direct unrelated VIC enquiries to the most appropriate external source.
5. Assist in implementing and maintaining the integrated marketing action plan for the VIC and Tourism services including electronic and hardcopy media through identified media channels.
6. Assist in the implementation of effective marketing programs to attract and enhance visitor levels from different market segments to the Charters Towers region and visitor traffic through the VIC.
7. Assist in the development of tourism programs, marketing and promotion to enhance exposure, increase visitors to the region and promote the region as a premier tourism and events destination.
8. Assist in the development and maintenance of advertising and promotional media – electronic and printed – to industry standard including, but not limited to advertisements, media releases, blogs, social media content and posts, group travel guides, itineraries and general informational flyers.

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9. Comply with Council's Workplace Health & Safety (WHS) Management System including; WHS policies, SWMS, procedures and lawful instructions or directions given in the workplace. Employees must comply with their obligations under the Work Health and Safety Act 2011. These obligations include reporting of injuries, incidents and hazards, not to wilfully injure yourself or someone else and wearing and maintaining personal protective equipment according to Council procedure. Officers also have obligations to ensure consultation takes place for issues and changes that may impact safety. Officers have a duty to exercise due diligence to ensure the organisation complies with the applicable laws.
10. Comply with reasonable and lawful directives given in the workplace and undertake any other duties associated with the role, as reasonably directed and within the scope of the requirements of the role.

POSITION REQUIREMENTS

| Knowledge, skills and abilities |

Essential:

- A sound ability or ability to rapidly acquire the knowledge to apply tourism and/or retail development/economic development techniques to marketing material content.
- Ability to consult with and gain cooperation from others regarding the design, development, operation and evaluation of advertising and marketing initiatives and associated collateral.
- Well-developed communication skills, both oral and written including the ability to liaise with a range of people relevant to the normal operations of the Tourism function and Visitor Information Centre.
- Demonstrated high level customer service skills, both face-to-face and electronic, with internal and external customers and suppliers in a business-to-business and retail environment.
- Under general supervision or as part of a small team, ability to work in a high volume, high pressure customer service environment supported by problem solving and organisational skills to meet project and business objectives.

Desirable:

- Ability to develop and implement marketing, market research and/or tourism and retail development initiatives.
- Ability to prepare and deliver advertising and marketing material across a variety of media including all technical requirements of graphics and other content in the supply of finished material to manufacturers, printers and electronic media channels specifications or ability to rapidly acquire industry level knowledge of the same.
- Demonstrated high level of proficiency in the use of software applications including the full range of graphic design software, particularly Canva and the Adobe Creative Suite programs (eg, Illustrator, InDesign) Photoshop and website design.
- Ability to understand and interpret creative briefs and understanding of print design and production, ensuring a high level of attention for pixel perfect detail.
- Understanding of the structure and operation of the Australian Tourism Industry.

| Education/Qualifications |

Essential:

- Current Working with Children check (Blue Card).
- Current First Aid and CPR accreditation.

Desirable:

- Certificate III Tourism or equivalent.

| Licences |

Essential:

- Possession and maintenance of a Queensland 'C' Class Driver Licence.

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PHYSICAL REQUIREMENTS/POSITION ENVIRONMENT

- This position is primarily an indoor role and requires sufficient physical ability to work in a shared office setting, which involves prolonged periods of sitting and/or standing at a desk and operating a computer and telephone.
- This position is required to carry out light to moderate manual handling, bending, kneeling, twisting, squatting, lifting and carrying.
- This position will be required to work weekends as rostered.
- This position may require travel to market the region across Australia.

Council is committed to providing and maintaining a safe and healthy workplace. This includes taking all steps that are reasonably practicable to prevent the spread of preventable occupational diseases. In accordance with Councils P0199 Vaccinations and Health Monitoring Procedure, positions exposed to occupational diseases will be subject to the Workplace Immunisation Program.

POSITION DESCRIPTION AUTHORISATION

Position descriptions cannot provide a definitive list of duties and responsibilities. This position description is subject to change from time to time as Charters Towers Regional Council may be developed or restructured. Any such reorganisation of duties shall be the subject of discussion with the position incumbent.

Supervisor: _____ **Signature:** _____
(Name)

Date: _____

Manager: _____ **Signature:** _____
(Name)

Date: _____

POSITION ACCEPTANCE

I accept the Position Description as stated above and acknowledge that it may require amending or updating periodically due to changes in responsibilities or organisational requirements. Changes to position descriptions will be in accordance with the position classification and consistent with the purpose for which the position was established.

Incumbent: _____ **Signature:** _____
(Name)

Date: _____