

# POSITION DESCRIPTION

---

<b>Position Title:</b>	Tourism Coordinator
<b>Position Number/s:</b>	CCB-170
<b>Employment Type:</b>	Full Time, Permanent
<b>Agreement:</b>	Charters Towers Regional Council Union Collective Certified Agreement 2023
<b>Award:</b>	Queensland Local Government Industry (Stream A) Award – State 2017
<b>Classification:</b>	Level 5
<b>Directorate:</b>	Corporate and Community Building

## POSITION OBJECTIVE

The Tourism Coordinator is responsible for coordinating all aspects of Council's Tourism Function including effective management of tourism promotion, facilities, products and services including development and implementation of strategies to achieve outcomes of the Destination Management Plan.

## ORGANISATIONAL RELATIONSHIPS

Reports to:	Manager Community Development
Directly Supervises:	Visitor Services Officers, Tour Guides, Volunteers, Visitor Services Trainee

## DELEGATIONS

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

## KEY RESPONSIBILITIES

1. Identify and develop tourism opportunities to increase visitation to the region, enhance visitors experience and contribute to the regional economy in line with Council's Destination Management Plan.
2. Coordinate operations at the Visitor Information Centre, including determining and implementing resource allocation, developing and implementing Visitor Information Centre programs in accordance with Council policies and procedures and the Centre's Operations Manual.
3. Undertake a range of administrative and financial activities in support of the Visitor Information Centre including preparation, monitoring and reporting on performance in relation to budgets, sourcing external funding for programs and compilation of analysis reports of statistical information relating to visitor numbers, sales and marketing.
4. Promote and coordinate the Visitor Information Centre's Volunteer Program and activities to ensure volunteers are provided with adequate induction and information to understand their role and responsibilities, the standard expected of volunteers including health and safety requirements and the support they can expect while volunteering.
5. Manage the day-to-day operations of the Visitor Information Centre and ensure provision of professional and knowledgeable services are delivered across the Charters Towers Region. Identify, manage and make recommendations in relation to changes in legislation and regulation to ensure compliance and maintenance of appropriate accreditation.
6. Design, develop and produce information, marketing and promotional material for print, electronic, social media and websites.

# POSITION DESCRIPTION

7. Foster relationships with regional tourism operators and product suppliers to ensure that the Visitor Information Centre has up to date knowledge and information on products and services.
8. 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.
9. 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:

- Demonstrated experience in the Tourism Function, preferably in a Local Government environment.
- Well developed supervisory skills including the ability to coordinate employees and volunteers across a rostered operation.
- Well developed written and oral communication skills including the ability to liaise with a range of people relevant to the normal operations within the Tourism function.
- Demonstrated high level customer service skills with internal and external customers and suppliers including face to face and electronic, in a business to business and retail environment.
- Ability to lead and work effectively as part of a small team and the ability to work unsupervised, with good time management and organisational skills.
- Demonstrated understanding of marketing activities and proficiency in social media channels.
- Sound knowledge of, and experience in administration and reporting requirements and experience in financial managements and budgeting.
- Well-developed computer skills including experience in the use of the Microsoft Office suite of applications, specifically Outlook, Excel, PowerPoint and Word as well as web-based applications.
- Ability to manage an operational budget including contributing to the development, monitoring and procurement practices.
- Ability to exercise judgement and initiative where procedures are not clearly defined.

#### Desirable:

- Experience in using the Adobe Creative suite programs.
- Understand the structure and operation of the Australian Tourism Industry.

### | Education/Qualifications |

#### Essential:

- Tertiary qualifications in a tourism, marketing or business-related discipline and/or significant relevant demonstratable experience.
- A current Working with Children check (Blue Card).

#### Desirable:

- Current First Aid and CPR accreditation.

### | Licences |

#### Essential:

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

# POSITION DESCRIPTION

## 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 may be required to travel, to market the region across Australia and to provide 'out of ordinary hours' relief assistance when required.

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.

**Manager:** \_\_\_\_\_ **Signature:** \_\_\_\_\_  
(Name)

**Date:** \_\_\_\_\_

**Executive 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:** \_\_\_\_\_