

Position Description

Position Summary

Position Title:	Visitor Services Officer
Position Status:	Permanent, part time
Reports to:	Team Leader Visitor Services
Location:	Visitor Information Centre 6 River Street, Ballina
Applicable Grade:	Grade 7
Additional:	Requirement to regularly work weekends and public holidays Requirement to work in accordance with the VIC roster

Position Objective

- To provide an excellent public image through effective and friendly liaison with tourism stakeholders and the public.
- To receipt and reconcile cash, cheque and card payments
- To effectively maintain key administrative duties for the section.

Organisational Relationships

Within Division:	Director Corporate and Community Manager Communications and Customer Service Team Leader Visitor Services Visitor Services staff Communications and Customer Service section staff Volunteer Tourism Ambassadors Corporate and Community staff	
Within Council:	General Manager	All Council employees
External to Council:	Members of the public Professional organisations	Local businesses

Key Duties and Responsibilities

Key duties of the position include, but are not limited to, the following:

Customer Service

- Provide a high level of customer service when dealing with general enquires and complaints from both internal and external customers.
- Promptly, courteously and efficiently respond to telephone enquiries for the section.
- Present a positive image of Council to the public.
- Maintain relationship and products and services of visitor economy business so that information is current and appealing.

Written Communication

- Contribute to the marketing communications for consumer and industry groups.
- Respond to correspondence in accordance with Council's customer service and communication guidelines.
- Contribute to the development of Council policies that reflect the culture, values and objectives of the organisation.
- Develop material for website and handouts to promote the destination.
- Prepare letters of engagement for projects.
- Prepare discussion papers on tourism related matters.
- Prepare correspondence for tourism industry members.

Visitor Information Centre (VIC) operation

- Provide accurate and clear information to visitors about the Ballina Shire, including accommodation, attractions, events, services, etc.
- Promote and process the sale of tourism products and gifts.
- Process cash and card transactions, and undertake reconciliations and accounts payable and receivable tasks.
- Maintain and develop relationships with the local community, local businesses, the greater tourism industry and government and professional networks.
- Undertake general administrative duties associated with VIC operations.
- Order supplies and merchandise.
- Communicate the Shire's point of difference that promotes unique assets.
- Carry out any other duties as may be necessary and within your skills, competencies and training.

Volunteer Supervision

- Assist in supervising volunteers to ensure optimal gain, efficient work practices and that the appropriate documentation is completed.
- Monitor volunteers to ensure all work is undertaken in accordance with Council policies and procedures.
- Assist in recruiting volunteers for the VIC as required.

Work Health and Safety

- Ensure that all work is carried out in accordance with Council's safe work procedures and work health and safety policies.

Teamwork

- Participate as a positive team member and contribute to the achievement of team goals and objectives.

Continual Improvement

- Contribute to process, systems and procedures improvements that deliver quality services and projects.

Other

- Provide administrative and customer service support to other customer service areas, including events, within the Council.

Key Outcomes and Performance Standards

The below key outcomes and performance standards are required by all staff. They are to be demonstrated each and every year to enable eligibility for assessment of pay progression.

The performance standards must occur within the context of Council's community and work environment, including day to day operations, policies and procedures.

Key Outcome	Performance Standard
<i>Follow defined WHS procedures</i>	<ul style="list-style-type: none"> • Workplace procedures and instructions for controlling risks are followed accurately. • Hazards in the work area are recognised and reported to the immediate supervisor. • Reports on accidents and incidents are provided to the immediate supervisor in accordance with Council requirements. • Assist others in the work team with implementing risk management policies and procedures.
<i>Provide service to customers</i>	<ul style="list-style-type: none"> • Handles requests for action or information using Council's protocol and procedures. • Responds accurately to verbal enquiries from the community about specific work area and functions. • Carries out all processes within the agreed Council timeframes.
<i>Work effectively within and for Ballina Shire Council</i>	<ul style="list-style-type: none"> • Duties are performed in accordance with Council administrative and people and culture policies such as timekeeping, records management, WHS and EEO. • Own work is monitored and improved, according to requirements for job quality, customer service. • Requests for assistance from other staff or the public are responded to promptly and appropriately. • Effectively contribute to change processes and other ideas in a constructive and productive way.
<i>Work with others in Council</i>	<ul style="list-style-type: none"> • Duties are undertaken in a manner that promotes cooperation and good relationships within Council. • Work information is shared with co-workers to ensure designated work goals are met. • Communication with others is conducted in a clear and concise manner and focused on the best way to achieve work objectives. • The principles and intent of Equal Employment Opportunity (EEO) are observed and implemented.
<i>Communicate effectively in the workplace</i>	<ul style="list-style-type: none"> • Participation with work group and other teams is supportive, efficient and effective, with the primary goal of helping achieve Council's objectives. • Participation in work meetings is consistent with the purpose of meeting and meeting conventions understood and observed. • Information, instructions and decisions are understood and adhered to. • Provide concise, relevant work information in response to supervisor requests within designated timeframes.
<i>Follow defined ethical guidelines from Council, including its Code of Conduct and uphold Council values</i>	<ul style="list-style-type: none"> • Understanding and day to day implementation of Council's Code of Conduct and Public Interest Disclosures Act. • Any potential conflicts of interest are reported immediately to the relevant Council officer. • Support is given to other staff who may wish to report any potential conflicts of interest. • Understand and comply with Fraud and Corruption Policy and Plan.

Selection Criteria

The following essential and desirable criteria must be addressed as part of your application. Applications that do not address these criteria will not be considered.

Essential

Applicants must meet the following criteria:

- Behaviour that positively demonstrates Council's values of: creative, accessible, respect, energetic and safe.
- Certificate III in Tourism or equivalent.
- Demonstrated experience within a tourism related industry and/or a Visitor Information Centre.
- Demonstrated excellent customer service skills, both face-to-face and over the telephone.
- Proven sales experience, including retail and booking tourism products/services i.e. tours, accommodation, etc. with the ability to encourage tourism industry operator participation.
- Proven well developed communication skills, both oral and written.
- Demonstrated proficiency with the Microsoft Office package and other corporate software, with a good eye for design and the ability to produce branded information.
- Proven ability to work unsupervised, with solid time management and organisational skills.
- Class C driver licence.
- Knowledge and understanding of the principles and practices of equal employment opportunity and work health and safety and an ability to apply them to work practices.

Desirable

The following criteria are considered important and demonstrated capacity to satisfy them will be highly regarded:

- Experience in the supervision of volunteers.
- Understanding of the structure and operation of the Australian Tourism Industry.
- Extensive knowledge of the Ballina Shire and surrounding Northern Rivers region.
- Experience in updating and reviewing Content Management Systems and Social Media.

Information Package

Visitor Services Officer (part time, 33 hours per fortnight)

APPLICATIONS CLOSE: Sunday 17 July 2022

Position Overview

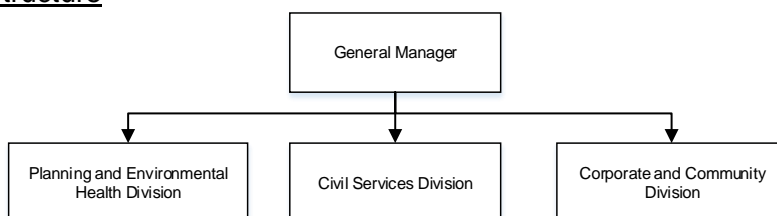
Reporting to the Team Leader Visitor Services, you will be responsible for providing advice to visitors about attractions and accommodation in our Shire. You will play a key role in promoting regional attractions to visitors and marketing regional tourism products and merchandise.

As a member of the Customer Service and Communications section you will be based at the Ballina Visitor Information Centre in Ballina and will apply your excellent communication and customer service skills, working closely with the Team Leader to ensure that the Visitor Information Centre objectives are achieved. You will also work closely with and mentor volunteer tourism ambassadors.

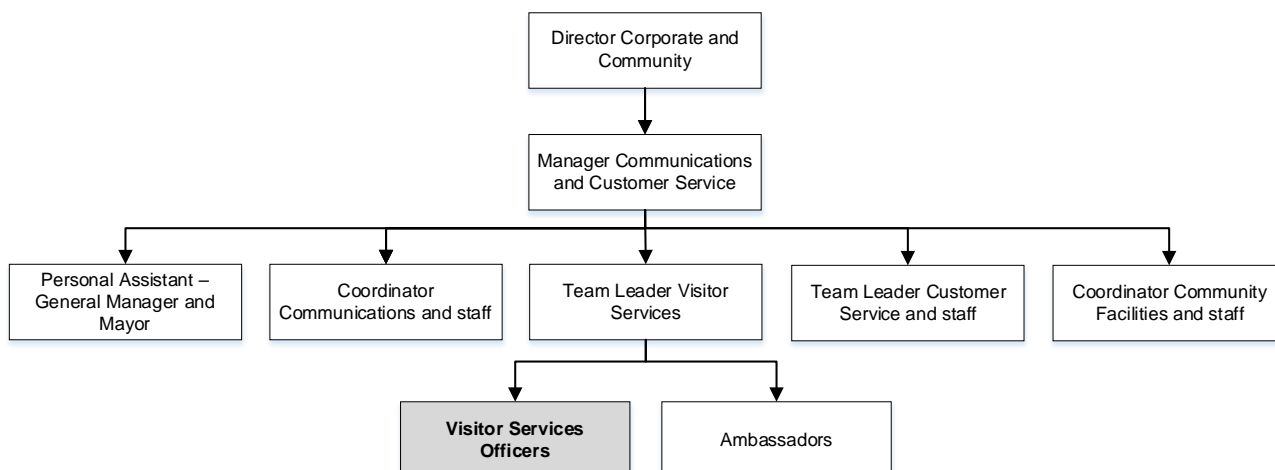
This part time position will work in accordance with a seven day weekly roster, so applicants will need to have the ability and willingness to regularly work on weekends.

Structure

Corporate Structure



Section Structure



Corporate Vision and Values

It is considered highly important that the vision and values of Council's employees align with that of Council. It is therefore paramount that the successful candidate for this position demonstrates qualities that will assist Council in achieving the following:

Vision: The Ballina Shire is safe, with a connected community, a healthy environment and a thriving economy.

Community Values: Creative | Accessible | Respect | Energetic | Safe

Pre-employment Assessments

Prior to being appointed to the position of Visitor Services Officer, short-listed candidates will need to successfully complete the following pre-employment assessments:

- Pre-employment medical self assessment – the completion of council's pre-employment medical self assessment form to assess overall health and well-being to determine suitability to the duties of the position.
- Criminal History Check.

Hours of Work

Hours of work for this position are 33 hours per fortnight to be worked in accordance with the Visitor Information Centre seven day roster, and will include regular weekend work.

Remuneration Package

Conditions of employment will be in accordance with the terms and conditions of the Local Government (State) Award. The part time position of Visitor Services Officer is assessed at Grade 7 under Council's salary structure and provides an annual salary range of \$26,800 to \$30,700 (based on 33 hour fortnight), plus superannuation, dependent upon experience, skills and qualifications. Penalty rates for work undertaken on weekends and public holidays will also apply.

In addition, Council employees have access to a range of other benefits including educational assistance initiatives, a very attractive training support program and a subsidised non-compulsory uniform.

Application Requirements

Applicants must submit documentation addressing the selection criteria for the position. The essential and desirable criteria for the position of Visitor Services Officer are listed in the Position Description. Applications that do not address these criteria will not be considered. In addition, a resume with the following details needs to be provided:

- Relevant education and qualifications (interviewed candidates will need to produce original qualifications at time of interview)
- Relevant work experience
- Contact details of at least two professional referees, including your current employer.

Submission of Application

Applications can be submitted on line via the following link:

<https://ballina.nsw.gov.au/careers--88>

Recruitment Process

Council's recruitment process is conducted according to strict confidentiality and equal employment opportunity standards. It is Council's aim to complete the recruitment process and notify candidates of an outcome within four weeks of the closing date, however this timeframe can be extended due to unforeseen circumstances. As a guide, the expected timeframe for the recruitment process for Visitor Services Officer is as follows:

Closing date: Sunday 17 July 2022

Interview date: Week commencing 25 July 2022

Candidates notified of outcome: Week commencing 1 August 2022

For further information on this recruitment process, please contact Council's People and Culture section on 02 6686 1443.