

Position Description

Tourist Officer

Directorate	Corporate and Governance
Location	Maclean
Classification	Grade 5
Date Reviewed	July 2019

Council overview

With a large geographical area of 10,441 square kilometres and a population of almost 52,000 the Clarence Valley local government area is the gateway to the north coast of NSW and within easy driving distance of the south east Queensland. Encompassing beautiful beaches, stunning hinterland and the mighty Clarence River, the Clarence Valley is the ideal place for balancing work, life and relaxation. Clarence Valley Council is on an important journey in becoming a customer focused organisation that provides quality services in an efficient way. We value our employees and provide a safe and collaborative work environment in which a highly motivated employee will succeed.

Council values

The acronym STRIVE describes the values and behaviours considered core requirements when we deal with each other and the community: Safe, Teamwork, Respect, Integrity, Value, Engagement.

Primary purpose of the position

The Tourism Information Officer delivers high quality customer service to develop and enhance the visitor facilities of the region and to promote tourism in the Clarence Valley. The role supports initiatives that stimulate tourism growth to portray a positive image of the Council and in order to produce economic benefits for the region.

Key accountabilities

- Maintain current knowledge of Council's tourism services, products and activities and build positive relationships with other tourism providers in the region to promote tourism in Clarence Valley.
- Represent Council by providing informative, responsive and professional customer service across a range of mediums about a variety of products, achieving a high level of customer satisfaction.
- Maintain, monitor and develop tourism collateral, products and services, ensuring physical and digital displays and stocks are ample, current, informative and easily accessible to customers.
- Contribute to the maintenance and development of Council's tourism services electronic delivery platform to complement the day to day activities of the Community and Industry Engagement Team.
- Maintain the Tourism related databases and prepare analytical reports to inform trends and support future activities and strategies.
- Attend events in the region to provide support to the team and to maintain current knowledge of tourism activities and products.

Key challenges

- Maintaining current knowledge on Council's tourism products and services to consistently deliver high quality customer service as the first point of contact for visitors seeking information about the region.
- Working effectively and constructively with minimal supervision ensuring responsibility for tourism activities on a day to day basis.
- Maintaining a positive professional outlook when handling customer complaints in situations where emotions may be clouding judgement.

Key internal relationships

Who	Why
Coordinator Communications and Industry Engagement and Marketing and Brand Officer	<ul style="list-style-type: none">• Receive guidance and provide regular updates on key projects, issues and priorities.• Identify emerging issues/risks and the implications and propose solutions.• Escalate sensitive or complex matters.
Community and Industry Engagement Team	<ul style="list-style-type: none">• Support collaboration and ensure key tasks are completed and partners are aware of their accountabilities for the timely delivery of project outcomes.

Key external relationships

Who	Why
Customers, tourists and community, and Tourism industry stakeholders	<ul style="list-style-type: none">• Work collaboratively to promote Tourism in region.• Provide advice and share information.

Key dimensions

Decision making

The role has autonomy to make decisions regarding the prioritisation of tasks and the provision of customer facing information services to customers and the efficiency and effectiveness of the management of complaints.

Reports to

Marketing and Brand Officer

Direct reports

Nil

Estimated number of indirect reports

Nil

Essential requirements





Customer focussed service industry experience.

Current Driver Licence.

Capabilities for the role

The Local Government Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in local government: “how we do things around here”. It builds on organisational values and creates a common sense of purpose for elected members and all levels of the workforce. The Local Government Capability Framework is available at <https://www.lgnsw.org.au/capability>.

Below is the full list of capabilities and the level required for this position. The capabilities in bold are the focus capabilities for this position. Refer to the next section for further information about the focus capabilities.

Local Government Capability Framework		
Capability Group	Capability Name	Level
 Personal attributes	Manage Self	Intermediate
	Display Resilience and Adaptability	Intermediate
	Act with Integrity	Intermediate
	Demonstrate Accountability	Intermediate
 Relationships	Communicate and Engage	Intermediate
	Community and Customer Focus	Intermediate
	Work Collaboratively	Intermediate
	Influence and Negotiate	Intermediate
 Results	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Create and Innovate	Intermediate
	Deliver Results	Intermediate
 Resources	Finance	Intermediate
	Assets and Tools	Intermediate
	Technology and Information	Intermediate
	Procurement and Contracts	Intermediate

Focus capabilities

The focus capabilities for the position are those judged to be most important at the time of recruiting to the position. That is, the ones that must be met at least at satisfactory level for a candidate to be suitable for appointment.

Local Government Capability Framework		
Group and Capability	Level	Behavioural Indicators
Personal Attributes Displays Resilience and Adaptability	Intermediate	<ul style="list-style-type: none"> Adapts quickly to changed priorities and organisational settings Welcomes new ideas and ways of working Stays calm and focused in difficult situations Perseveres through challenges Offers own opinion and raises challenging issues
Relationships Work Collaboratively	Intermediate	<ul style="list-style-type: none"> Is open to input from people with different experiences, perspectives and beliefs. Is open to new ways of doing things Encourages an inclusive, supportive and co-operative team environment Shares information and learning within and across teams Works well with other teams on shared problems and initiatives Looks out for the wellbeing of team members and other colleagues Encourages input from people with different experiences, perspectives and beliefs Shows sensitivity to others' workloads and challenges when asking for input and contributions
Results Think and Solve Problems	Intermediate	<ul style="list-style-type: none"> Gathers and investigates information from a variety of sources Questions basic inconsistencies or gaps in information and raises to appropriate level Asks questions to get to the head of the issue and define the problem clearly Analyses numerical data and other information and draws conclusions based on evidence Works with others to assess options and identify appropriate solutions

Local Government Capability Framework		
Group and Capability	Level	Behavioural Indicators
Resources Technology and Information	Intermediate	<ul style="list-style-type: none"> Shows confidence in using core office software and other computer applications Makes effective use of records, information and knowledge management systems Supports the introduction of new technologies to improve efficiency and effectiveness