

POSITION DESCRIPTION

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| Position Title: | Visitor Information Team Leader | Position Code: | VITL |
| Division: | Culture and Economy | Grade: | G |
| Location: | Dubbo/Wellington | Hours/Week: | 35 |
| Reports to: | Destination Dubbo Coordinator | | |
| No. Direct Reports: | 4 | No. Indirect Reports | 15 casual and ambassadors |

Primary Purpose of Position

This position will lead a team to deliver a diverse range of visitor and information services, and be responsible for effective operational management of the Dubbo and Wellington Visitors Information Centres (VICs), quality customer and stakeholder service and information management across a number of platforms to deliver economic benefits to the Local Government Area.

This position is also responsible for providing support in major economic development projects, destination promotion campaigns and business stakeholder engagement activities including management of the Culture and Economy Division stakeholder database.

Key Accountabilities / Duties

| Key Result Area | Primary Activities |
|---------------------------------------|---|
| Visitor Information Centre Management | <ul style="list-style-type: none"> • Manage operations of the Dubbo and Wellington VIC Centre including building presentation, office equipment and security. • Maintain and expand Destination Ambassador Program, ensuring the effective engagement of volunteers within the VICs. • Coordinate and supervise staff, casual staff and Ambassadors to deliver quality customer service outcomes, in a 7 day a week operation. • Ensure VIC Level 1 and Level 2 accreditation is retained and WHS requirements are implemented and maintained. • Manage Centre operations and staffing budget. • Provide input to Centre's Asset Management Program. • Monitor and report on customer enquiries and satisfaction. • Manage a profitable souvenir program, including development of localised souvenirs. • Manage effective local and regional consignment program, include promotion of products to local and visitor markets. |

| Key Accountabilities / Duties | |
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| LGA Information Management and Services | <ul style="list-style-type: none"> • Oversee ongoing maintenance of Local Government Area Information sources including in house listings, School Holiday Programs. • Ensure effective dissemination of, new resident welcome kits, investor packs and visitor packs, and weekly “what’s on” guides. • Maintain up to date knowledge of Local Government Area attractions, services and key information, and undertake Local Government Area familiarisations as required. • Provide insightful advice to Economic Development staff regarding development of content, marketing materials and itineraries. • Oversee maintenance of dubbo.com.au partners business listings and visitnsw listings. • Oversee delivery of tours for special groups including Ambassador led history and City tours and providing referrals to local commercial tour operators. • Influence and manage updates as required for LGA and VIC directional and TASAC Signage. • Maintain product audits and notify Economic Development team of any new tourism experiences or closed experiences. |
| Stakeholder Engagement and Partnerships | <ul style="list-style-type: none"> • Maintain effective partnerships with local business community, key visitor attractor attractions and accommodation industry to ensure effective approach to information sharing and visitor services including facilitation of the Accommodation Network. • Manage Council’s VIC Partnership Program to drive effective collaboration with local businesses. • Management of the Culture and Economy Division stakeholder database (ACT) and work with internal stakeholders to ensure its ongoing use and maintenance. |
| Economic Development Strategy and Action Plans | <ul style="list-style-type: none"> • Provide significant input to the development of the LGA Economic Development Strategy and Annual Action Plan. • Monitor and maintain team performance against the adopted Economic Development Strategy and Action Plan. |
| Project Management | <ul style="list-style-type: none"> • Support delivery of a range of projects as identified in the Economic Development Strategy in an effective manner, including visitor marketing campaigns, collateral development, visitor experience development / enhancements and market research. |
| Leadership | <ul style="list-style-type: none"> • Represent Council in a professional and ethical manner • Provide the communication link from the Manager to your members of staff. |
| Team/People Management | <ul style="list-style-type: none"> • Supervise your team and their duties ensuring that individual accountabilities and performance are monitored and achieved. • In conjunction with HR policies, make recommendations to the Manager on appointments, promotions and terminations of staff under your control. |

Key Accountabilities / Duties

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| | <ul style="list-style-type: none"> • Ensure that the organisation's policies and procedures are fully understood and adhered to by your team. • Ensure appropriate communication to your team to ensure awareness of relevant key issues • Foster good team work and high staff morale within the team. |
| Corporate Reporting, planning and Monitoring | <ul style="list-style-type: none"> • Assist Manager Economic Development in providing branch input and implementing the following strategic plans & documents; <ul style="list-style-type: none"> • Management Plan • Business Plan • Agreed brief • Branch Budget • Provide input into corporate plans, reports, programs, and policies as required. |

Inherent Requirements of the Position

- Class C drivers licence.
- The occupant of this position will be required to travel between Dubbo and Wellington and operate out of Council's office or depot facilities as necessary.
- This position is required to wear a uniform as provided.
- A large majority of this role is office based, using computers/electronic systems, thus an inherent requirement of this position is the ability to complete sustained periods of work sitting at a desk utilising computers/electronic systems or other office based equipment.
- This positions requires manual handling including but not limited to stacking and moving brochures, promotional products and equipment therefore a level of physical fitness is required.
- The position is issued with a Council mobile phone which must be carried at all times. Personal calls are to be reimbursed regularly.

Selection Criteria

Essential

1. Diploma in Tourism, Business Administration, Marketing or a related discipline or solid experience in business management or a senior customer service role.
2. Demonstrated experience and enthusiasm for delivery of quality customer service preferably in the tourism/hospitality industry.
3. Experience in leading teams and inspiring staff to deliver an effective and responsive service in a busy or complex environment including communicate with people from diverse backgrounds.
4. Intermediate computer skills including Microsoft Office applications and ability to update websites.
5. Demonstrated ability to manage databases, collate data and produce accurate reports.
6. Demonstrated business management experience including overseeing of administrative duties including purchasing, sales, banking and mailing.

Desirable

7. Local knowledge of the Local Government area and surrounding regions
8. Experience in supporting delivery of integrated programs and projects with multiple stakeholders

Organisation Wide Accountabilities

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| Corporate Values | <p>Creating Community for Today and Tomorrow</p> <p>All employees have a responsibility to uphold the values of Dubbo Regional Council being:</p> <ul style="list-style-type: none"> • Progressive <ul style="list-style-type: none"> ○ Be Curious, Courageous And Committed • Sustainable <ul style="list-style-type: none"> ○ Balanced Approach To Growth & Opportunity • One Team <ul style="list-style-type: none"> ○ Working Together • Integrity <ul style="list-style-type: none"> ○ Accountable For Our Actions |
| Work Health and Safety | <p>All employees are responsible for the Work Health and Safety (WHS) for Dubbo Regional Council and their duties include:</p> <ul style="list-style-type: none"> • Complying with Council's WHS policies and procedures • Working with due diligence and consideration to safeguard their own health and safety and the health and safety of others • Reporting any potential hazards, incidents or injuries to their Supervisor or People, Culture & Safety within 48 hours • Participating in any WHS consultation arrangements • Complying with any Return to Work Plan if injured and supporting rehabilitation in the workplace • Correctly using all personal protective equipment • Complying with emergency and evacuation procedures and site rules if applicable • The Chief Executive Officer, Directors (Officers), Managers and On-Site Supervisors have additional responsibilities as defined in the Dubbo Regional Council Work Health and Safety and Consultation Policy |
| Sustainability | <p>Staff will give equal priority to improving and enhancing Council's economic, social and environmental outcomes by integrating sustainability into all decision making processes. This includes continuously increasing efficiencies, reducing resource use, sustainable procurement, maintaining service levels and protecting our natural assets. It is expected that all staff can demonstrate awareness and participation in sustainable work practices.</p> |
| Code of Conduct and Equal Employment Opportunity | <p>Staff will, at all times, adhere to:</p> <ul style="list-style-type: none"> • Council's adopted Code of Conduct. • Council's Anti-Discrimination, Harassment and Equal Employment Opportunity Policy to foster a fair and equitable workplace free of illegal discrimination, harassment and bullying behaviour. |

Acceptance:

I, _____ confirm I have read and understood the Position Description. As the incumbent of this position, I agree to work in accordance with the requirements of the position and will abide by Dubbo Regional Council's policies and procedures.

I understand this Position Description is designed to guide the responsibilities and activities to be undertaken in this position and is not intended to be an exhaustive list. I acknowledge that the organisation, in response to changing priorities, may vary tasks and responsibilities from time to time.

Signature:

Date: