

Position Description

CORPORATE INFORMATION

Position Title	Officer Tourism and Visitor Experience		
Directorate	Corporate Services	Branch/Section/Unit	Marketing, Communications and Economic Development
Position Number	1251	Level	4
Award	Queensland Local Government Industry (Stream A) Award – State 2017 Division 2, Section 1		
Line Manager	Coordinator, Tourism and Events		
Direct Reports	(coordination of volunteers)		

SCOPE OF POSITION

Position Summary

The primary purpose of this role is to operate the tourism information centre and assist in the promotion of tourism throughout the district in order to attract visitors to the Gympie region.

Key Responsibilities of the Role

- Coordinate the operations of the tourist information centre to deliver a high quality service to visitors, industry stakeholders and the community.
- Oversee the visitor information centres and coordinate/lead a team of volunteer staff to ensure the efficient operations for tourism services for Gympie Regional Council.
- Support senior Tourism staff, and Marketing and Communications unit to brief, collate information and data to assist with campaigns, collateral and the digital presence.
- Work closely with relevant tourism stakeholders for the advancement of the local tourism industry.
- Create activation of GRC owned asset to support tourism and visitor strategy.
- Customer service including in-person, phone and electronic enquires.
- Manage all administrative operations of Destination Gympie Region – Visit Gympie.

- Manage and support the tourism volunteers' team including recruiting, training, communication, familiarisation and rostering.
- Maintain all aspects of the visitor information centres to ensure procedural compliance.
- Assist and support satellite regional information outlets.
- Maintain relationships with industry stakeholders and ensure all marketing material is relevant.
- Liaise with stakeholders to coordinate tourism industry centralised data and outgoing communications.
- Create tourism opportunities such as deals, campaigns and partnerships in line with the Tourism strategy
- Support tourism operators in the advancement of the local tourism industry including creating and maintaining regular communication streams.
- Maintain tourism databases.
- Support destination marketing work.
- Create, maintain and update digital web content including tourism platforms
- Implement research and data analysis.

Mandatory Licence/Ticket Requirements

- Queensland 'C' class driver's licence or above that is current and maintained.

Essential Knowledge/Skills/Qualifications Criteria

- Passion for the region, tourism and community.
- Relevant experience within a tourism or marketing environment.
- Excellent communication skills to facilitate the development and maintenance of relationships with key stakeholders both internal and external to the organisation.
- Proven ability to manage timeframes and achieve deadlines and work within a flexible work environment.
- Knowledge of tourism industry and major tourism stakeholders.
- Experience with the use of Microsoft Office suite and electronic communications.
- Experience and ability to work both autonomously and effectively with a small team environment.
- Have a proactive work ethic.

Desirable Knowledge/Skills/Qualifications Criteria

- Formal qualification in tourism or marketing.

- Experience and knowledge of budgetary requirements and management.

Physical Requirements of the Position

Office staff:

- an ability to perform tasks for extended periods while in a sitting position and occasionally pushing, pulling or handling objects exerting a force up to 5kg.
- an ability to walk up and down stairs while occasionally carrying weights up to 15kg.
- an ability to clearly hear directions and instructions being provided at normal speech levels.

Special Requirements

- Occasional out-of-hours work (including weekends).
- Occasional travel.

ORGANISATIONAL INFORMATION

Safety

Behaviours

Maintain a positive attitude towards acquiring an understanding of work health and safety (WHS) legislation, including Council WHS policies and procedures.

Fostering and maintaining a positive attitude towards WHS within the individual work teams.

Responsibility

Applying Council policies and procedures in every day work activities to assist Council in ensuring a safe work environment.

To meet the standards imposed by any relevant safety legislation as required by Queensland's *Work Health and Safety Act 2011*.

Related documents

- WHS Policy statement WHSPOL004.
- Work Health and Safety Responsibility and Accountability Statement WHSPOL008.
- The WHS KPIs are located in the Work Health and Safety Management Plan WHSPOL010 and should be referenced as applicable with this position.

Code of Conduct

As per the Staff Code of Conduct (OCPOL001), employees must conduct all business with integrity, honesty and fairness and comply with all relevant laws, regulations, codes, policies and procedures.

Records Management

Position Description

Council employees are required to ensure adequate records of actions taken and decisions made whilst undertaking their duties are created and maintained, in accordance with Council's Recordkeeping Policy.

Council's Vision

Gympie Regional Council has a vision for embracing opportunities, promoting wellbeing and celebrating strong communities.

Council's Values

Accountability – We are open, transparent and take responsibility for our actions.

Communication – We consult with the community, actively listen to and respond to the input of residents, and keep people informed.

Customer Service Focused – We meet the needs of our community in an efficient and effective manner. We strive to continually improve, show empathy and are environmentally aware in our service delivery.

Integrity – We act with honesty and respect in all we do and respect all residents, colleagues and visitors.

Teamwork and Collaboration – We recognise and support everyone's contributions. We are inclusive and contribute respectfully working as a team. We will care for ourselves and others.

POSITION APPROVAL AND ACCEPTANCE

Approved by

Name		Position	
Signature		Date	

Accepted by

Name			
Signature		Date	

The scope and requirements of this position as well as the organisational structure is subject to change by Council as required by business needs.