

POSITION DESCRIPTION



Title:	Senior Visitor Services Officer
Position Number:	ED011
Classification:	Band 5
Directorate:	Sustainable Development
Department:	Economic Development
Award:	Greater Shepparton City Council Enterprise Agreement / Victorian Local Authorities Award 2001
Incumbent:	

ORGANISATIONAL RELATIONSHIPS

Reports to:	Visitor Experience Coordinator
Direct Reports:	▪ Visitor Centre volunteers
Primary Internal Relationships:	▪ Visitor Economy Team ▪ Major Events Team ▪ Coordinator – Building and Facilities - SAM ▪ Economic Development Department ▪ Executive Leadership Team ▪ Responsible Managers ▪ All Staff
Primary External Relationships:	▪ Local and regional visitor economy operators ▪ Local and regional tourism associations ▪ Visitor Information Services state-wide ▪ Suppliers and contractors ▪ Shepparton Art Museum, Shepparton Art Museum sub-tenants

POSITION OBJECTIVES

Facilitate the delivery of exceptional Visitor Information Services provided by the Greater Shepparton Visitor Centre with a key focus on developing and enhancing the Centre's volunteer program, merchandising and displays. Manage and deliver projects for the Visitor Centre and Visitor Economy team to promote tourism within the Greater Shepparton region and enhance Greater Shepparton's tourism profile. Provide professional support to volunteers, the Visitor Services team, visitors and visitor economy stakeholders.

KEY SELECTION CRITERIA

- Experience in and a strong personal commitment to, the delivery of high quality visitor and customer service (including information, merchandising and displays), with ability to set the benchmark in presentation, knowledge, performance and attitude for all Visitor Information Servicing volunteers and staff.
- Tourism qualification (diploma level or above) or equivalent industry experience, including experience in interpreting and selling tourism product and developing tailored itineraries for groups of diverse demographics.
- Time management and organisational skills and ability to plan, coordinate and deliver projects within time constraints.
- Proven ability and experience in leadership and development of volunteers, including delivery of training programs and provision of supervision and direction.
- Computer skills, including advanced application of Microsoft Office, MYOB, electronic purchasing, social media, and maintaining websites.

KEY RESPONSIBILITY AREAS

- Day to day operation of the Visitor Centre (ensuring that the Centre is open to the public from 9.00am to 5.00pm, seven days per week) to ensure the Visitor Centre runs smoothly and efficiently.
- Provide high quality visitor information at Council run and/or supported events.
- Management of volunteers: ensuring volunteers are supported in their duties and appropriately recognised; volunteer performance management, review and improvement; recruit additional volunteers to maintain the centre's operations and prepare rosters; organise, plan and deliver volunteer training.
- Visitor Centre front-of-house supervision: guide volunteers and staff in delivering professional, seamless and effective service to ensure optimum visitor engagement with the Centre and destination's offerings; ensure effective utilisation of resources including phone systems, point of sale equipment, displays (static and multi-media) and equipment to facilitate positive engagement.
- Ensure the Visitor Centre team provides a comprehensive information service and customer service to satisfy visitor expectations and enquiries, handle escalated enquiries and resolve complaints, within a satisfactory timeframe.
- Update destination website and social media as required in collaboration with Visitor Economy Digital and Development Officer. Initiate, develop and coordinate review of print and online resources published by the Visitor Centre.
- Create local visitor economy promotional displays within the Centre and pop-up displays at events and promotions
- Compile newsletters and promotional materials, including development of content to engage visitor economy operators with major events and promotional activities.
- Ensure visitor economy product knowledge of self, volunteers and fellow team members is accurate, current and continuously updated.
- Encourage the use of Council's community visitor facilities such as Kidstown, SAM (Shepparton Art Museum), Riverlinks, Aquamoves, event venues, sporting and leisure facilities.
- Client relationships management of car clubs and tour groups referred to the Visitor Centre for itinerary planning and other assistance, providing a seamless, single point of contact on behalf of the Visitor Centre / Visitor Economy and Major Events teams.
- Coordination and management of the Visitor Centre's volunteer tour guides.
- Develop, review and implement Visitor Centre's operational procedures.
- Development and delivery of product and visitor experiences as directed by the Visitor Experience Coordinator and Team Leader Visitor Economy.
- Maintain and update databases.
- Take minutes for Visitor Economy Team meetings and distribute following monthly meetings.
- Keep records of enquiries and collect, interpret and report on these and other tourism data as required.
- Fulfil the responsibilities of designated First Aid Officer for the Visitor Centre (associated training provided).

ACCOUNTABILITY AND EXTENT OF AUTHORITY

This position is accountable for:

- The achievement of agreed, specific performance objectives for this position, including Visitor Centre team and business plan objectives.
- Effective implementation of relevant work programs.
- Adherence to all relevant Council policies and procedures.
- Understanding of level of decision making within areas of responsibility without deferring to management.
- Maintaining effective working relationships with other Visitor Centre staff and volunteers, as well as other Council Departments.
- Ensuring that all the resources within his/her control are utilised as efficiently and effectively as possible.
- Training, development and supervision of Visitor Centre volunteers and coordination of the Centre's volunteer program.
- Achieving targeted profits from the Visitor Centre's merchandising program.

This position has the authority to:

- Provide assistance and advice to visitors and customers of the Visitor Centre.
- Provide feedback and support to Visitor Centre volunteers, volunteer performance management.

Judgement and Decision Making

- Judgement and decisions will be sometimes guided by relevant policies, procedures and guidelines.
- Guidance may sometimes be available, but the ability to act independently to resolve complex, previously un-encountered enquiries, situations and problems may be required.
- The occupant of this position may make decisions to procure new merchandise for the Visitor Centre.
- Independent problem solving, requiring creative solution based thinking and action to resolve one-off and recurring issues and complex customer enquiries and to develop and improve operational procedures and standards.
- Position will be responsible for developing procedures and guidelines as needs arise, necessitating need to think creatively, independently, logistically and practically.

Multiskilling and additional duties

- The incumbent of this position may be directed to carry out such duties as are within the limits of the employee's skills, competence and training, provided such duties do not result in a narrowing of the employee's skill base.

SKILLS AND KNOWLEDGE

Specialist Skills and Knowledge

- Experience and understanding in supervising delivery of consistently high quality customer service.
- Ability to set, monitor and achieve goals.
- The ability to effectively manage own time, plan, organise and prioritise work.
- The ability to work under pressure, balancing multiple priorities while maintaining a high standard of work output.
- The ability to be proactive and show initiative.
- Knowledge of the local and state-wide visitor economy. Experience working with the visitor economy would be an advantage.
- Sound experience, understanding, proficiency, speed and accuracy using Microsoft Office suite of programs (Outlook, Word, Excel, Publisher, PowerPoint, Access), point of sale systems, website content management, social media, volunteer management software.
- Experience working with and managing volunteers in a workplace setting, with ability to provide direction, leadership, training and recognition to volunteers.

Management Skills

- Ability to manage own time and work program as well as that of volunteers' to deliver the required outcomes of the position and Visitor Centre service standards.
- Skills in setting priorities, planning and organising one's own work.
- Management of volunteers with ability to develop and implement appropriate programs, practices and evaluations to ensure volunteers are adequately trained, supported and managed, and operate in their roles adhering to required principles and standards including occupational health and safety, code of conduct and customer service standards.

Interpersonal Skills

- Excellent communication skills both oral and written. Well-developed verbal communication skills, with ability to understand, appreciate and communicate in a socially and culturally diverse environment and overcome barriers to communication. Written communication skills including meeting minutes, policies and procedures, external correspondence, marketing and communications.
- Excellent customer service management skills.
- Problem solving skills and capacity to think laterally, ability to be innovative and creative.
- Work effectively as a committed team member; work collaboratively with internal and external stakeholders in order to meet objectives.
- Ability to engage, lead and motivate volunteers in their regular roles, as well as gaining their support and collaboration with extra activities and tasks that arise.
- Excellent personal and professional presentation to create and maintain a positive image and to gain cooperation and assistance from clients and industry stakeholders.

QUALIFICATIONS AND EXPERIENCE

- Experience working in the visitor economy or related field and/or a sound knowledge of the tourism industry.
- Strong customer service focus.
- Experience managing volunteers.

- Proven skills in Microsoft Office, including Outlook, Word, Excel, Publisher, PowerPoint and Access, as well as Web content management.
- Strong time management and organisational skills.
- The ability to work flexible hours (including weekends, public holidays, evenings and traditional holiday periods) as part of a roster.
- Tourism qualification (diploma level or above) or equivalent industry experience.
- The ability to liaise with a variety of people and organisations to build cooperation and commitment for assistance in order to achieve outcomes.
- Ability to lift equipment up to 20kgs, and overhead reaching overhead or to ground level, use a ladder, trolley and other aides.

OTHER INFORMATION

This position description is an overview of the role; reasonable adjustments to the role that do not change the overall level, scope or intent of the original position may be discussed and agreed to in consultation with the incumbent.

It is a prerequisite of this position that the incumbent holds and maintains a current:

- Victorian Drivers Licence
- Police Check
- First Aid Certificate
- Current Responsible Service of Alcohol certification

Note:

The ability to work flexible hours including after hours and on weekends and the ability to lift equipment for displays and events is a requirement of this role.

LEGISLATION

As a Council officer the incumbent is required to be aware of and adhere to the following acts, regulations and codes (as replaced from time to time):

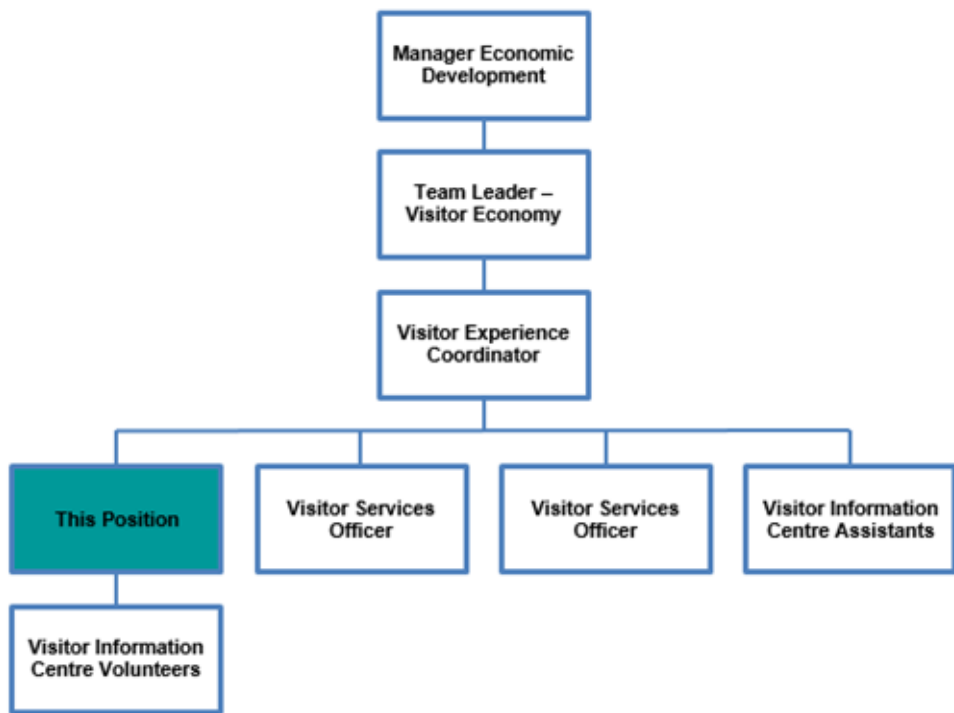
- Local Government Act 2020
- Occupational Health and Safety Act 2004
- Equal Opportunity Act 2010
- Greater Shepparton City Council – Employees Code of Conduct

This is not an exhaustive list and individual roles may have responsibilities under other forms of legislation.

ORGANISATIONAL CONTEXT

Departmental Overview

The Economic Development department provides the business and industry development and tourism and events functions of Council including: marketing and promoting Greater Shepparton as the region to live, work, invest in and visit; developing tourism product; delivering special events, festivals, cultural and sporting activities; increasing export opportunities and attracting international investment; CBD revitalisation; managing events facilities; providing visitor information services; managing the Greater Shepparton Business Centre; and coordinating and assisting in the development grant submissions on behalf of Council



VALUES

Our Values reflect what we feel is important. Organisations may have core values that reflect what is important in the organisation.

These values may be guiding principles of behaviour for all members in the organisation.

**Respect first,
always**

We are attentive, listen to others and consider all points of view in our decision making.

**Take
Ownership**

We take pride in honouring our promises and exceeding expectations, and are transparent with and accountable for our actions.

**Courageously
Lead**

We lead with integrity, and stand up and stand by what is in the best interests of the Greater Shepparton Community.

**Working
Together**

We work collaboratively to create higher quality outcomes that are more efficient, thoughtful, effective and responsive. We cannot accomplish all that we need to do without working together.

**Continually
Innovate**

We are open to new ideas and creatively seek solutions that encourage us to do our best for our community.

**Start the
Celebration**

As ambassadors for our people and place, we proudly celebrate the strengths and achievements of Council and the Greater Shepparton Community.

SHARED ORGANISATIONAL RESPONSIBILITIES

Occupational Health and Safety

All employees are responsible for the effective implementation of the Greater Shepparton City Council Safety Management System and demonstrate a commitment to effective risk management and minimisation. This includes:

- Taking reasonable care for their own safety and that of others at work.
- Obey all instructions from their supervisors to protect their own personal health and safety and that of others.
- Actively participate in OH&S training and awareness programs.
- Follow and encourage work group adherence to safe working procedures, instructions, guidelines and practices and recommend change if considered inadequate.
- Using safety devices and PPE correctly and when required.
- Reporting any incidents, near misses or safety hazards to supervisors, management or HSR's.
- Ensuring that they do not endanger any other person through any act or omission at work.
- Ensuring they are not affected by the consumption of alcohol or other drugs, illness or fatigue or endanger their safety or that of others.
- Actively participate in work group OH&S activities such as toolbox sessions.

Customer Service

Our customers are persons or organisations that use or needs a services provided by Greater Shepparton City Council.

We believe service excellence is the ability to provide a high quality consistent and empathetic service to our customers in line with Council objectives and statutory obligations.

Greater Shepparton City Council recognises customer service as a whole of Council responsibility. We will strive to provide service excellence through:

- Informed professional guidance and advice.
- Listening to and understanding our customer needs.
- Developing skilled and motivated staff.
- Strengthening relationships between staff and the customer.
- Ongoing evaluation reporting and continuous improvement.

Recordkeeping

As an employee of the Victorian Public Service Sector, you have a statutory obligation to maintain the confidentiality, integrity and availability of public sector information. It is your responsibility to ensure you are fully aware of the recordkeeping responsibilities detailed in the Greater Shepparton City Council's Records and Information Management Policy, Framework and associated procedures. It is a requirement for all staff to create, capture and protect the full and accurate records of all work related decisions and activities into relevant approved corporate systems.

Emergency Management

Greater Shepparton City Council understands and accepts its roles and responsibilities in emergency management operations described in the Emergency Management Act (1986 & 2013) and it is a core function of Council business.

The incumbent may, at times be asked to assist in Council's emergency management operations, within reason.

Risk Management

All employees are to:

- Understand the principles and purpose of Risk Management and the associated framework activities.
- Understand all the risks associated with their activities and assist their Manager/Team Leader in the identification and management of risks.

Child Safety

Council is a child safe organisation with zero tolerance for child abuse. Council adheres to the Victorian Child Safe standards and related legislation and Council acknowledges the cultural safety, participation and empowerment of all children especially children from Aboriginal and Torres Strait Islander, or culturally and/or linguistically diverse backgrounds and those with a disability. As such, all staff must ensure that their behaviours and actions are consistent with these standards.

Climate Emergency

Greater Shepparton City Council recognises the need to urgently address the causes of climate change to ensure our operations and the community are able to adapt to the impacts. All employees are responsible for the effective implementation of the 2030 Zero Carbon Emissions Target and demonstrate a commitment to mitigating and adapting to climate change. This includes:

- Judgement and decision making authority.
- Provision of service to the community.
- Adherence to relevant climate change policies and plans.

- Sustainable procurement – seeking and selecting the lowest carbon option and sustainable option in accordance with Procurement Guidelines.

INHERENT PHYSICAL AND COGNITIVE REQUIREMENTS

The frequency of the physical and psychosocial demands required of the position are defined as:

Never (N)	Does not occur
Rarely (R)	May occur but does not occur daily or weekly. (1% - 5% of the time spent)
Occasionally (O)	Does occur, time is set aside to perform this activity. (6% - 33% of the time spent)
Frequently (F)	Occurs daily or takes up a large percentage of the day. (34% - 66% of the time spent)
Constantly (C)	Primary activity for this position. (67% - 100% of the time spent)

	N	R	O	F	C
Work Environment					
Indoors				X	
Outdoors		X			
Slippery Surfaces		X			
Uneven ground/Sloped areas		X			
Work in isolation			X		
Work in confined spaces	X				
Work at heights	X				
Work in dusty/fumes/foul smells	X				
Exposure to loud noises requiring hearing protection	X				
Exposure to personal waste	X				
Body Posture					
Standing			X		
Sitting				X	
Squatting/Crouching		X			
Kneeling		X			
Twisting		X			
Bending		X			
Manual Handling					
Reaching or working overhead (above shoulder)		X			
Reaching forward			X		
Gripping/fine motor movement		X			
Pushing/restraining		X			
Driving a vehicle		X			
Lifting floor to waist		X			
Lifting waist to overhead		X			
Lifting from a truck/trailer		X			
Lifting 0 - <5kg		X			
Lifting 5 - <10kg		X			
Lifting 10 - <15kg		X			
Lifting 15kg+		X			
Carrying awkward loads		X			
Climb steps/stairs/ladder		X			
Exposure to vibration	X				
Psychosocial					
Give direction to others					X
Dealing with aggressive customers		X			
Dealing with upset customers		X			
Supporting dependent persons		X			

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	N	R	O	F	C
Cognitive					
Written communication				X	
Verbal communication					X
Comply with legislation			X		
Problem solve				X	
Reason/make sense of things					X
Make critical decisions					X
Ensure accuracy/details					X
Remember names/details				X	
Show creativity				X	
Examine/observe others					X
Work quickly				X	
Concentrate amid distractions					X

ACCEPTANCE AND AUTHORISATION

Employee

I have read and understand the requirements and expectations of the Position Description. I agree that I have the physical and cognitive ability to fulfil the inherent requirements of the position and accept my role in fulfilling the key responsibilities and corporate values. I understand that the information and statements in this position description are intended to reflect a general overview of the responsibilities and are not to be interpreted as being all-inclusive.

Employee Name: _____

Signature: _____

Date: _____

Authorising Officer

By signing below the Authorising Officer indicates their agreement with and approval of the position description.

Authorising Officer Name: _____

Position: _____

Signature: _____

Date: _____