

# POSITION DESCRIPTION



<b>TITLE</b>	Visitor Services & Events Officer
<b>DEPARTMENT</b>	Community, Culture & Places Department
<b>AWARD</b>	Queensland Local Government Industry (Stream A) Award – State 2017
<b>AWARD / LEVEL</b>	Level 3.1 – 4.4
<b>REPORTING OFFICER</b>	Community, Culture & Places Coordinator
<b>DELEGATIONS</b>	As per Councils Register of Delegations

## ORGANISATIONAL VALUES

Are the fundamental beliefs that define our culture and behavior, reinforcing our relations with each other and our community.

**COMMUNICATION** We are “HOT” Honest, Open & Two-way - It is the transaction of ideas, thought, information, facts & values between council, staff & community

**FUN** We laugh together, We work together - Work is only work if you make it so. In every job that must be done there is an element of fun.

**POTENTIAL** We encourage growth - Giving everyone a chance to reach their full potential is the best work anyone can do.

**COURAGE** We plan to succeed – Excuses for failure are not documented. Fear is not present because no one ever works alone. Change is constant, growth is optional

**SAFETY** We think, act & promote safety – Safety isn’t a slogan it is a way of life.

**COMMITMENT** We are passionate & engaged – Commitment ignites our actions and drives our performance. It fuels our passion for a job well done.

## DEPARTMENT SUMMARY

Assisting skilled and valued workforce that is motivated to consistently deliver high levels of service in a safe and efficient manner. We take pride in working together to build distinctive communities and create places and events which bring people together, places where neighbours know each other and help new residents embrace our country lifestyle. We want to engage people in healthy habits and provide options that support the lifecycle via the Tourism Activation Plan.

## OBJECTIVES

To work in conjunction with other Visitor Services & Events Officer to coordinate the development and maintenance of a friendly, customer focused Visitor Information Centre where both residents and visitors to the Shire are able to access a range of information on products available within the shire.

Developing and coordinating of a Bulloo Shire Visitor Servicing Network that is focused on encouraging all visitors that arrive in The Bulloo Shire to stay at least one more night.

Supporting the Tourism Development & Marketing Coordinator with tourism projects, assisting with the development and marketing of tourism for the Bulloo Shire and the maintenance of a friendly, customer focused Visitor Information Centre and promotion of the Bulloo Shire using developed marketing techniques and graphic design.

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To work in conjunction with one other Visitor Services & Events Officer to coordinate annual 'Shearers Shindig' event, focusing on growing this event into a flagship festival for Outback Queensland. To assist the organizers of the 'Channel Country Music Muster' with coordinating and promoting their Event. Promotion of all Bulloo Shire festivals and events, ensuring long term sustainability is also another main objective within the role.

This position works under close direction with limited supervision and contributes to the efficient and effective operation of the Visitor Information Centre Thargomindah or related offices and worksites

## **KEY RESPONSIBILITIES**

You will be working in conjunction with one other Visitor Services & Events Officer to achieve all key responsibilities.

### **Visitor Servicing**

- Contribute to the effective operation of the Visitor Information Centre as per the Council adopted Thargomindah VIC Echidna Place Operations Manual.
- Provide primary customer service for the Visitor Information Centre.
- To develop & coordinate the Visitor Information Centre Network across the Shire.
- To over-see the data collection and visitor research projects for Bulloo Shire.
- Conduct tours as required.
- Monitoring of stock and brochure levels and re-order accordingly.
- Product & Experience Development.
- Project support.

### **Event Management**

- To coordinate the annual Shearers Shindig festival.
- Develop and support new tourism events across the Shire.
- Assist Library/Health and Wellbeing officer with the management and delivery of community events, programs, including educational and social awareness initiatives.
- Actively source new events including, but not limited to business events, sporting events and tourism events to be hosted within the Bulloo Shire.

### **Destination Marketing**

- To coordinate and create social media content for official 'Explore Bulloo' channels.
- To coordinate the Bulloo Shire annual events calendar and ensure it is always up to date and promoted via the website and social media.
- Provide support to Tourism Development & Marketing Coordinator in developing and delivering event marketing campaigns.
- To collect and collate all appropriate event statistics required and ensure that all events across the Shire supply statistics.
- Ensure the community message board (located in the Memorial Park) is kept up to date to promote local events.

### **Industry & Community Development**

- Assist to deliver industry development programs as directed by the Tourism Development & Marketing Coordinator.
  - Assist in Council funded events and community events coordinated and implemented by the Community, Culture & Places Department.
  - Support events across the Shire to build capacity, by designing training and workshops and sourcing facilitators to deliver across the Shire.
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### **Administration & Operations**

- Administration Support to Tourism Development & Marketing Coordinator.
- Promote and increase the use of the Kullilli Room at the Visitor Information Centre (Echidna Place) including the maintenance and upkeep of displays.
- Provide timely and effective customer service to all contacts via phone or face to face this encompasses staff, contractors, rate payers, business and tourists.
- Provide accurate and efficient services utilizing various software packages including word processing, spread sheeting and data input.
- Perform general administrative duties including records maintenance, filing, completion of forms, and preparation of correspondence as directed and other administrative procedures that may be identified from time to time.
- Manage own work flow efficiently, negotiating priorities for deadlines where appropriate.
- Respond appropriately to verbal and written enquiries, ensuring that correspondence and enquiries are in line with Council's Customer Service Charter
- Perform other administrative and/or clerical functions as directed by management or your supervisor.
- Undertake skills training and personal development as prescribed by management in the quest for continuous improvement of overall performance.
- Set up and maintain manuals and operating procedures for all events
- To actively participate in planning for effectiveness and efficiency of work tasks.
- Ensure allocated tasks and reporting requirements are consistently completed within a suitable time frame.
- Monitoring of Explore Bulloo Website ensuring content is frequently updated.

### **Workplace Health and Safety**

- Ensure liaison with WHS Advisor prior to events to complete relevant paperwork.
- All Bulloo Shire Council Workers are to comply with Bulloo Shire Council WHS Policies and Procedures, be proactive in the identification and management of hazards, consult and communicate with others and work in a healthy and safe manner.

## **REQUIREMENTS OF THE POSITION**

### **NECESSARY SKILLS & EXPERIENCE (SELECTION CRITERIA):**

#### **(R) - Required / (D) - Desirable (training could be provided)**

- Specific past experience with, and/or a good understanding of, and interest in, the Australian tourism industry, particularly regional/remote tourism **(R)**
  - Actively work cooperatively in a team environment **(R)**
  - Good written communication skills including sound experience with media releases and related marketing documentation **(R)**
  - Proven tenacity, initiative and drive to 'cold call' and source funding support and sponsorship **(R)**
  - Provide excellent customer service in a pleasant, accurate and timely manner **(R)**
  - Knowledge & thorough understanding of Council financial Policies and Procedures **(R)**
  - Proven ability to actively seek new opportunities and to drive a project from concept through to completion **(R)**
  - Past experience in maintaining sound and positive relationships with a variety of stakeholders **(R)**
  - Strong organization, attention to detail and time management skills, with ability to manage multiple projects and deadlines with budget **(R)**
  - Proven commitment to exceptional customer and client customer service **(R)**
  - Excellent computer and presentation skills, including MS Word, Excel, Outlook and PowerPoint **(R)**
  - Possession of a current "C" Class Driver's Licence **(R)**
  - Ability to create exiting and engaging social media content to build out digital presence **(D)**
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- Demonstrated competence in graphic design programs such as Canva and Photoshop **(D)**
  - Current 'LR' (Council Bus) Class Drivers License **(D)**
  - Previous experience with grant submissions **(D)**
  - Demonstrated success and ability to develop and implement tourism and marketing action plans **(D)**
  - Appropriate qualifications in events, marketing or tourism is highly desirable **(D)**
  - Current and up to date First Aid & CPR certificates **(D)**

## **DUTY OF WORKERS**

While at work, a worker must:

- (a) Take reasonable care for his or her own health and safety; and
- (b) Take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons; and
- (c) Comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the PCBU to allow the person to comply with the WHS Act; and
- (d) Co-operate with any reasonable policy or procedure of the PCBU relating to health or safety at the workplace that has been notified to workers.

## **DUTIES OF WORKER USE PPE**

- (1) This section applies if a PCBU provides a worker with PPE.
  - (2) The worker must, so far as the worker is reasonably able, use or wear the equipment in accordance with any information, training or reasonable instruction by the PCBU.
  - (3) The worker must not intentionally misuse or damage the equipment.
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