

## Position Description – Tourism Officer

Job Title	Reports To	Supervisory Responsibilities
Tourism Officer	Events and Promotions Coordinator	
<p><b>Applicable Award</b> Local Government (State) Award 2017</p>		
<p><b>Overall purpose of the position</b></p> <ul style="list-style-type: none"> <li>• To provide comprehensive information with broad public appeal which will attract tourists and visitors, and provide economic benefit to the Gwydir Shire region.</li> <li>• To ensure the efficient and effective operation of the Visitor Information Centre.</li> <li>• Project a professional, co-operative, confidential and courteous image when liaising with Management, staff and the general public.</li> </ul>		
<p><b>Tasks and responsibilities</b></p> <ul style="list-style-type: none"> <li>• Maintain and distribute up-to-date databases of events, attractions, tourist accommodation, advertising opportunities, tourism operators, mailing lists, reference materials and statistics.</li> <li>• Coordinate and prepare promotional and tourism material for web site, newsletters, flyers, brochures, advertisements, social media and other publications.</li> <li>• Responsible for ensuring that all monies are accurately recorded and receipted, balanced and banked as required.</li> </ul>		

- Respond to enquiries about promotional activities and tourism.
- Inform Council and seek Council views on promotional and tourism activities.
- Use initiative in making and implementing recommendations about opportunities and improvements in the Council delivery of tourism services and public relations.
- Assist in the daily operations of Visitor Information Centre's in Warialda and Bingara.
- Responsible for recording statistics including merchandise sales and attendance, enquiries and questions asked by visitors and the local community, volume of visitors through the Visitor Information Centre's, enquiries by other means such as email, telephone, fax and mail.

### **Equal Employment Opportunity**

The Gwydir Shire Council is an Equal Employment Opportunity Employer and appoints on the basis of merit. Merit is determined by assessing the applicant's abilities, qualifications, experience, work performance and personal qualities relative to the requirements of the position.

### **Requirements of the Role.**

#### **Essential**

- Class C Driver's Licence
- Demonstrated high level of interpersonal and communication skills, both written and verbal.
- High level organisational, administrative and basic financial management and budgeting skills
- Ability to work efficiently and independently as well as within a collaborative team environment
- Demonstrated commitment to delivering excellent customer service
- High level of motivation, initiative and flexibility
- High standard of keyboard and computer skills including the use of Microsoft Office software, email and internet, plus MYOB retail basics

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**Desirable**

- Tertiary qualifications in Tourism, Business or related field, or lesser formal qualifications with substantial experience in the Tourism industry.

**Employment Declaration**

- I agree with and understand the requirements of my employment, as detailed in this position description.
- I have had the opportunity to ask questions regarding the terms of my employment and have received satisfactory answers.
- I understand that the above position description describes the general nature of my employment, and that other duties may be required of me upon request.
- I understand that I will not be asked to participate in additional duties that are unreasonable, or outside of my capability and training.
- I understand that I will receive in-house training in aspects of my employment that I am not currently proficient, in order to satisfactorily meet the position requirements.
- I will take reasonable care for my own health and safety.
- I will take reasonable care for the health and safety of others.
- I will comply with any reasonable instruction given by the GSC.
- I will cooperate with any reasonable policies and procedure of the GSC.

**Printed Name:** \_\_\_\_\_**Signature:** \_\_\_\_\_**Date:** \_\_\_\_\_**Position:** \_\_\_\_\_

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**Office Use Only**

**Prepared by:**

**Date:**

**Signature:**

**Position:**

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