



## POSITION DESCRIPTION

Tourism Officer

COMMUNITY SERVICES



- 1. TITLE**  
Tourism Officer
- 2. LEVEL**  
Level 4 – 5 (Depending on experience and skills)
- 3. DEPARTMENT**  
Community Services
- 4. LOCATION**  
Shire of Merredin Central Wheatbelt Visitors Centre or as otherwise directed by the organisation
- 5. HOURS**  
Shire employees work a 38-hour week, the scope of working hours is between 8.30am to 4.30pm, Monday – Friday, with weekend work required during the peak season. Where additional hours are worked, Time in Lieu can be negotiated.
- 6. POSITION OBJECTIVES**  
To provide quality and professional customer service in visitor servicing, Transwa bookings and Eastern Wheatbelt regional tourism, and to provide administrative support to the Visitor Centre Manager.

**7. KEY DUTIES AND RESPONSIBILITIES**

**Visitor Servicing**

- Provide a high level of customer service for visitors and Transwa customers.
- To respond to counter, phone and email clients in a quality customer service focused manner and as promptly as possible.
- To continue to actively improve personal knowledge on local and regional tourism attractions;
- To continue to actively improve personal knowledge on local and regional tourism product and identify any new products for listings;
- To retail merchandise, Transwa tickets and accommodation and tour product as specified and if applicable;
- To maintain a data base on accommodation, tours, attractions and events throughout the Eastern Wheatbelt region for input and updates on relevant website and to include in all printed publications including the Eastern Wheatbelt Visitors Guide, the Central Wheatbelt Map & Guide, and the Merredin brochure.

**Administration**

- To undertake all filing of office forms as applicable;
- To maintain daily records of visitation to the Centre and transfer it to the data base for monthly and annual reports;
- To maintain files of printed material and flyers for visitor information;
- To maintain a record of visitor email and phone requests to mail out brochures, maps and guides, and post as required;
- To reconcile daily takings at Point of Sale and print and prepare Transwa and prepare records for banking reports;

- To undertake operations of Point of Sale and associated equipment, EFTPOS, photocopier, CCTV and other office equipment and to ensure supplies of paper and other materials are available for operation;
- To have or acquire full knowledge and utilisation of computers for word processing, publisher and excel for data input;
- To have or acquire full knowledge of maintaining and updating tourism webpages with current regional information as new information is received;
- To have or acquire full knowledge of maintaining and updating the Visitor Centre's social media pages such as Facebook and Instagram;
- To regularly update and input data into other relevant tourism industry websites with regional information;
- Share travel enquiries with Manager /staff and prepare travel itineraries for local products for individual or group enquiries;
- Support the Shire of Merredin Community Development team in the planning of community events and promotional activities as required.

### **Merchandising / Displays**

- To plan and maintain displays of local and regional event flyers for visitor information for notice boards and electronic sign in conjunction with the Manager;
- To plan and maintain merchandising displays for existing and new product as required, under the direction of the Manager;
- To maintain brochure racks and notice boards to a professional level and under the direction of the Manager;
- Responsible for the neat storage of surplus brochures and re-ordering of brochures;
- To maintain merchandise stock in consultation with Visitor Centre Manager –
  - Advise when re-order of merchandise is needed;
  - Re-order merchandise before stock runs out under direction of the Manager;
  - Check stock numbers ordered and price and check labels or barcodes of incoming merchandise as received;
  - Print and prepare monthly Consignment suppliers payment reports at Point of Sale in preparation for Finance Officer to make monthly payments;
  - Update stock numbers in Point of Sale;
  - Undertake management of an annual stock-take of merchandise in cooperation with the manager.

### **Promotion**

- Assist with the preparation of materials for trade shows, events and promotional activities under the direction of the Manager;
- Attend Trade Shows, regional events or other tourism activities as required;
- Assist in organizing various promotions poster for activities/events associated with the Shire of Merredin to be displayed on public notice boards, bin posters and e-sign in a timely matter.
- Maintain and update a record of regional event information and file posters for placing on website Calendar of Events, social media platforms and a monthly e-Events newsletter via Mail Chimp.

### **Transwa**

- Have a full understanding of Transwa booking procedures and systems after training provided by Manager/Staff with the support of Transwa;
- Be responsible for the ordering and stocking of all timetables and stationery needed for Transwa agency;

- Have full knowledge of monthly reporting procedures and undertake this duty in preparation for Finance Officer to make monthly invoice payments.

**Other**

- Perform any other duties consistent with the role as directed by the Visitor Centre Manager.

**8. ORGANISATIONAL RELATIONSHIPS**

<b>Responsible to:</b>	Deputy Chief Executive Officer Central Wheatbelt Visitor Centre Manager
<b>Supervision of:</b>	Tourism Officer Tourism Support Officers, Casual Staff Volunteers and Work Learning Students Contractors
<b>Internal Liaison:</b>	Chief Executive Officer Deputy Chief Executive Officer Other Executive Managers Other Shire Managers and Staff
<b>External Liaison:</b>	Visitors and the general public Tourism Operators and Transwa Shire of Merredin Councillors Tourism Western Australia (TWA) Tourism Council WA (TCWA) Australia's Golden Outback (AGO) Wheatbelt East Regional Organisation of Councils (WEROC) NEWTRAVEL Association Inc. Pioneers' Pathway Advisory Group Roe Tourism Association Inc. Eastern Wheatbelt Local Governments and Visitors Centres Central Wheatbelt Visitor Centre Members Merredin business and community groups CWVC product suppliers both retail and consignment Government Agencies

**9. EXTENT OF AUTHORITY**

This position operates under the direction and broad work notes and task allocation of the Visitor Centre Manager.

**10. AWARD**

Local Government Industry Award (LGIA) 2020.

**11. SELECTION CRITERIA**

**Essential**

- Post secondary qualifications in tourism, business, marketing or similar (or working towards this)
- Experience working in a similar customer focused environment

- Excellent computing skills, with exposure to desktop publishing and social media marketing.
- Strong communication skills, particularly in delivering high level customer services.
- Good organisational skills with the ability to work unsupervised.
- Concise and accurate writing skills.
- Able to work weekends if required during wildflower season.

**Desirable**

- Knowledge of the Merredin and Central Wheatbelt region;
- Understanding of local government organisational and operational procedures, practices and policies.
- Experience in retail sales.

**12. CONDITIONS OF EMPLOYMENT INFORMATION**

- The Officer will be required to provide a satisfactory National Police Clearance and Medical Examination as a condition of employment, prior to commencing duties.
- Annual Leave will apply in accordance with the indicated Award of this position.
- Uniforms to be provided in accordance with Shire Policies.
- Superannuation guarantee will be paid to your nominated super fund.
- All staff must understand and comply with the Shire of Merredin Staff Induction, Code of Conduct, Policies, Procedures and Protocols.
- The Officer may be required to attend meetings, events, trade shows and activities in accordance with this position outside of ordinary hours.
- Weekend work is a requirement during peak wildflower season roster basis and public holidays as required.
- All other conditions in accordance with the indicated Award of the position.

**13. Position and Incumbent Details**

All parties are to sign and date the areas provided to indicate their mutual agreement of the requirement of this position.

<b><i>Current Incumbent</i></b>	Incumbents Signature:	Date:
<b><i>Current Manager</i></b>	Managers Signature:	Date:
<b><i>CEO</i></b> <i>Chief Executive Officer</i>	CEO's Signature:	Date: