



## POSITION DESCRIPTION

Tourism Support Officer- Casual

COMMUNITY SERVICES



- 1. TITLE**  
Tourism Support Officer (Casual)
- 2. LEVEL**  
Level 4/5 (Depending on experience/qualifications)
- 3. DEPARTMENT**  
Community Services
- 4. LOCATION**  
Central Wheatbelt Visitor Centre
- 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.
- 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**
  - Undertake all filing of office forms as applicable;
  - Maintain daily records of visitation to the Centre and transfer it to the data base for monthly and annual reports;
  - Maintain files of printed material and flyers for visitor information;
  - Maintain a record of visitor email and phone requests to mail out brochures, maps and guides, and post as required;
  - Assist in the reconciliation of daily takings at Point of Sale and in the preparation of Transwa reports and daily banking reports for Senior Finance Officer;
  - 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 visitor travel email and phone enquiries with Manager /staff and prepare travel itineraries for local product and event opportunities 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 / Event Poster Displays**

- Maintain displays of local and regional event flyers with current information for visitor and community information on notice boards, CBD bin posters and electronic sign in conjunction with the Manager;
- Maintain merchandising displays for existing and new product as required, under the direction of the Manager;
- Maintain brochure racks to a professional level with current brochures and holiday planners under the direction of the Manager;
- Responsible for the neat storage of surplus brochures and timely re-ordering of brochure stock;
- To assist in maintaining merchandise stock in consultation with Visitor Centre Manager, and;
  - Advise when re-order of merchandise is needed;
  - Re-order merchandise before stock runs out under direction of the Manager;
  - Record stock numbers ordered and price and check labels or barcodes of incoming merchandise as received at Point of Sale;
  - Prepare and print monthly Consignment suppliers' payment reports at Point of Sale in preparation for Finance Officer to make monthly payments;
  - Undertake the preparation and management of an annual stock-take of merchandise in cooperation with the manager.

#### **Local and Regional 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.
- Assist in maintaining and updating 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 weekly invoice payments.

#### **Other**

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

## 8. ORGANISATIONAL RELATIONSHIPS

**Responsible to:** Chief Executive Officer  
Deputy Chief Executive Officer  
Central Wheatbelt Visitor Centre Manager

**Supervision of:** N/A

**Internal Liaison:** Chief Executive Officer  
Deputy Chief Executive Officer  
Other Shire Executive Managers  
Other Shire Amin Staff

**External Liaison:** Visitors and the general public  
Tourism Operators, Transwa and NEWTRAVEL  
Shire of Merredin Councillors  
Tourism Western Australia (TWA)  
Tourism Council WA (TCWA)  
Australia's Golden Outback (AGO)  
Wheatbelt East Regional Organisation of Council (WEROC)  
Roe Tourism Association Inc  
Pioneers' Pathway Advisory Group  
Eastern Wheatbelt Local Governments and Visitors Centres  
Eastern Wheatbelt Community Resource Centres  
Central Wheatbelt Visitor Centre Members  
Merredin businesses and community groups  
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

- Experience working in an office environment and proficient in the use computers and MS Office.
- Strong communication skills and experience in deliver of customer services.
- Good organisational skills with the ability to work unsupervised.
- Concise and accurate writing skills.
- Able to work weekends during wildflower season

### Desirable

- An understanding of the tourism industry
- Experience in retail sales
- Knowledge of the internet and web site use with exposure to desktop publishing

- Knowledge of the Wheatbelt towns and attractions
- “C” class drivers’ licence.

**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 agreements 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: