

PART 1 – POSITION DETAILS

Position Title	Visitor Services Officer
Position Number	NB0522
Division	Customer & Corporate
Business Unit	Community Engagement & Communications
Grade	Grade B, Entry
Reports to	Visitor Services Coordinator
Hours	Various - Summer casual pool (November – March) Flexibility required to work over a 7 day per week roster
Status	Casual
Date of last review and update	October 2018

NORTHERN BEACHES COUNCIL'S VISION AND VALUES

Our Vision is “Delivering the highest quality service, valued and trusted by our community” critical to this are our values of Trust, Respect, Integrity, Teamwork, Service and Leadership.

DIVISION

Customer and Corporate

The Customer & Corporate Division is responsible for a range of functions which support the whole of Council to deliver high quality services to our Northern Beaches bush land, rural and coastal community. The Division comprises of the following business units - Systems & Information, Community Engagement and Communications, Customer Services, Governance & Risk, Human Resources, Library Services and General Counsel.

PART 2 – BUSINESS UNIT OVERVIEW

Community Engagement & Communications

Community Engagement and Communications is a collaborative unit that includes:

- Community Engagement
- Place, Economic Development and Tourism
- Communications
- Events

The business unit is responsible for the implementation of Council's community engagement framework, policy and strategy. It oversees media liaison, digital communications, marketing, creative

design and branding. The team also develops highly effective strategies and programs to support place making initiatives, promotion of tourism and supports economic development across the region. The unit also delivers high quality and innovative events across the Northern Beaches that support and enhance the effective engagement and communication between Council and the community.

PART 3 – ROLE PURPOSE & KEY RESPONSIBILITIES

Role Purpose

Working within a team environment, the role of the Visitor Services Officer is to provide high-quality, friendly and professional visitor information and comprehensive information to visitors, local tourism operations and the community in order to showcase Manly and surrounds to tourists, in line with Council's Values and Customer Service Charters/purpose within a team environment.

Key Responsibilities

- Ensure all visitors and customers are attended to in a courteous manner whilst maintaining a high standard of customer service at all times
- Respond to reception, telephone and online enquiries by providing accurate information and advice in a prompt manner
- Promotion of tours, products, facilities and local attractions. Encourage online and in-centre bookings for activities and accommodation experiences in Manly to drive income from commissions
- Encourage visitors to stay in Manly, inspect and enjoy the experience of the Northern Beaches and all other attractions and events
- Maintain effective records of stock, bookings and reconciling daily takings to an acceptable high standard
- Maintain statistical records, including daily visitor attendance, survey results and feedback
- Continually research, update and maintain various databases, tourism publications, product listings and sources
- Ensure that all information pertaining to Manly tourism products and events calendar are on hand, and distributed to visitors through appropriate distribution channels
- Competent with word processing, excel spreadsheets, email, web, social media platforms as well as other office machines (digital camera, fax, credit card machine, copier, as example)

Operational

- Ensure compliance with Council processes and procedures.
- Liaise with the public and external groups/organisations
- Build and maintain productive relationships with senior level internal and external stakeholders.
- Report on key metrics relevant to the team.
- Ensure compliance with relevant federal, state, local and statutory regulations including the requirements of the Code of Conduct, Equal Employment Opportunity (EEO) principles, the Work Health and Safety (WHS) Act, the Local Government Act and the requirements of ICAC

- Learn, promote and ensure compliance with Work Health and Safety policies and procedures
- Prioritise WHS in meetings, reviews and within team activities
- Document and communicate WHS issues to the Manager Place and Economic Development

**** Whilst this position description covers the key areas of responsibilities, this list is not exhaustive. Day to day tasks and responsibilities may vary and be in addition to those listed above (reasonably and within the limits of individual skills, competence and training)*

PART 4 – ESSENTIAL CRITERIA

Educational & Experience Requirements

Proven experience and/or qualifications in marketing, tourism, customer service and/or retail.

Capabilities and Knowledge

- Demonstrated experience in effective communications and customer service, being friendly, approachable and well mannered
- Flexible, reliable and able to work unsupervised
- Well-presented
- Strong organisational and time management skills
- Quick to learn in a fast-paced environment
- Demonstrated skills in sales and administration
- Demonstrated ability to act with integrity at all times
- Demonstrated problem solving and decision making skills
- Demonstrated creative and initiative skills
- Demonstrated ability to initiate and respond effectively to change
- Demonstrated commitment to EEO, WHS and ethical practice principles

PART 5 – DESIRABLE CRITERIA

- Knowledge and understanding of the local area
- Developing knowledge of tourism facilities functions and operation
- Developing knowledge of sales and marketing within a retail environment
- Knowledge of tourism industry and local tourism environment
- Experience with booking systems e.g. Website Travel, TicketMates
- Knowledge of local government