



## Position Description

# Visitor Experience Officer (Waltzing Matilda Centre)

## Position title

Visitor Experience Officer

## Position number

5/007

## Department

Economic Development

## Classification

Level 4, Queensland Local Government Industry (Stream A) Award 2017 and  
*Winton Shire Council Certified Agreement 2023*

## Terms of employment

Permanent Part Time

## Supporting documents

- Employee Code of Conduct
- Workplace Health & Safety Responsibilities
- Winton Shire Council Drug and Alcohol Policy

## Organisational environment

Winton Shire Council's Mission Statement is:

"Through meaningful engagement, implement a range of strategies that cater to people from all walks of life, our community needs and aim to enrich our lifestyle and preserve our heritage".

Winton Shire Council's Vision is:

"To grow our community and explore exciting, new and innovative opportunities which will retain existing and attract new people with whom we can share our unique lifestyle and rich heritage".

## Winton Shire Council's Corporate Values are:

### **Accountability:**

The ethical concept associated with responsibility, enforcement, blameworthiness, transparent process, liability, and other terms associated with being answerable for the trust that is bestowed by those whom we serve.

### **Effectiveness:**

The idea of carrying out a program or process that is entirely adequate to accomplish the purpose that has been identified as a goal or aspiration.

### **Efficiency:**

The concept that in the process of pursuing or effecting any program, procedures, or task where all wastage is minimised.

### **Sustainability:**

Is the capacity to maintain a certain process or state indefinitely? When applied in an economic context, a business is sustainable if it has accepted its practices for the use of renewable resources and is accountable for the environmental impact of its activities.

### **Meaningful Community Engagement:**

Encompasses the principle of seeking the views and opinions of the Community. This is to be through an effective committee system and public consultation process as part of Council's decision making methodology.

### **Good Governance:**

This describes the process of decision-making and the process by which decisions are implemented (or not implemented), hereby, public institutions conduct public affairs, manage public resources, and guarantee the realisation of human rights. Good governance accomplishes this in a manner essentially free of abuse and corruption and with due regard for the rule of law.

### **Ethical and Legal Behaviour:**

Ethical behaviour is characterised by honesty, fairness, and equity in all interpersonal relationships. Ethical behaviour respects the dignity, diversity and rights of individuals and groups of people. When coupled with legal behaviours there is an expectation that there will be a penalty for conduct that breaches any law statute or regulation.

## Organisational relationships

### Reports to:

Economic Development Manager

### Supervision of:

No supervision applicable

### Internal Liaisons

Winton Historical Society Volunteers, Other Council Staff as appropriate

### External liaisons

Other Local Government Authorities State, Federal and International Bodies Community Groups and individuals, Specialist Agencies, Residents and Ratepayers, the broader Winton Shire Community and visitors, Community and Industry Representatives, Groups and Organisations and Arts, Cultural and Heritage groups

## Position objectives

The position of Visitor Experience Officer– Waltzing Matilda Centre (WMC) will be responsible for providing front office support to the Waltzing Matilda Centre in Historic Winton. The position provides advice to tourists about the attractions and accommodation available in the local area and provides information to the local Community about current attractions and future events and programs. By serving as an enthusiastic ‘ambassador’ for the organisation and community, the position is required to ensure that customers and visitors experience exceptional service and insight into the Shires attractions and events.

## Organisational commitment

### Corporate

All Local Government employees are required to comply with relevant Acts and regulations, Council’s policies and procedures as amended from time to time.

### Confidentiality and improper use of information

All Council documents and information are treated with complete confidentiality. Information gained during employment with Local Government must not be used to gain advantage, or to cause detriment to the Local Government.

### Continuous quality improvement

All employees are encouraged to embrace the concept of Continuous Quality Improvement (CQI) within the workplace. This will encourage creativity and innovation and identify and implement improved ways of doing things through this structured process.

### Workplace Health and Safety

All employees have a duty under the *Workplace Health and Safety Act 2011* Section 28.

While at work all Winton Shire Council workers must:

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

## Qualifications/Licences/Tickets required

### MANDATORY

- Exceptional Customer Service Skills both oral and written and a commitment to holistic client experience.
- Hold and maintain a “C” Class driver’s licence with the ability to drive in rural and remote locations.
- Intermediate to advanced Microsoft Office skills (Word, Excel, PowerPoint and Outlook)

## Additional requirements and working conditions

The following requirements and working conditions will be necessary in this role:

- Excellent communication skills, both oral and written, with the ability to liaise with a broad range of community representatives, council management and staff.
- Experience relaying information relating to heritage and cultural tourism programs at a local level.
- Proven ability to gain co-operation and assistance from employees, clients, members of the public and other stakeholders in the pursuit and achievement of specific and set objectives.
- Attendance at relevant Seminars/Workshops relation to the position is required.
- Flexible work hours that may include weekend work.

## Statement of key responsibilities and duties

The following key responsibilities may be modified from time to time to ensure the expected outcomes are coordinated with Council’s operational and corporate plans. The key responsibilities of the position are:

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- Provide information to the general public in person, over the phone and via written correspondence relating to WMC operations and programs including but not limited to information regarding:
  - Temporary Exhibitions and/or ‘pop-up’ opportunities.
  - Outback Art Gallery exhibitions.

- Sarah Riley Theatre.
  - Public Programs.
  - School Holiday Programs.
  - Local information regarding history and current program operating outside the WMC.
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- Ensure brochures, posters, and guidebooks are available for use in relevant locations and that they are easily accessible by the public.
  - Contribute toward the building of stakeholder relationships and engagement opportunities. This may include, regional heritage and tourism organisations, community groups, networks, individuals and other stakeholders.
  - Demonstrating an interest in assisting with museum, gallery, heritage and cultural tourism program development, planning.
  - Operate the booking and ticketing system including POS system for sale of tickets for admission, tours, and merchandise.
  - Ensure the retail section is well stocked and when necessary, undertake the monthly stocktake.
  - Assist, when necessary, ancillary services to keep the premises operating when there are limited staff in the centre.
  - Ensure that all work is undertaken in line with WSC policies, procedures and work practices adhered to in relation to Human Resource Management, Risk Management and Workplace Health and Safety.
  - Complete fortnightly time sheets, leave forms as required for Supervisor approval.
  - Contribute to the continuous improvement of Council's practices, policies and processes.
  - Carry out duties impartially and with integrity, with the overall aim of enhancing the reputation of Council.
  - Maintain confidentiality of all Council operations.
  - Attend relevant functions, meetings, workshops, seminars, and training courses as directed.
  - Any other duties as directed by senior staff, relevant to the position and within the capabilities of the officer.

## Key selection criteria

The applicant's suitability for this role will be assessed against the following competencies:

### Selection Criteria 1

Demonstrated experience in relation to customer service functions particularly in a tourism attraction setting. This includes experience within the fields of tourism information, merchandising and customer engagement.

**Selection Criteria 2**

An interest in fields relevant to the array of subject matters hosted by the WMC, or the ability and inclination to gain such knowledge. Fields of knowledge and/or inquiry may include cultural, anthropological, historic, visual and/or performing arts.

**Selection Criteria 3**

Demonstrated excellent communication skills, both verbal and written in a customer-facing environment.

**Selection Criteria 4**

Well developed knowledge of the local and regional tourism industry and attractions or an ability to acquire such knowledge. This may include developing and implementing strategies to enhance visitor experience opportunities through digital and social media, or other effective means that build upon existing or planned events, experiences, activities, and programs.

**Selection Criteria 5**

Demonstrated ability to research recent and upcoming events that are relevant to a variety of customer experience expectations. This includes forming relationships that will add further value to customer experience opportunities.

**Selection Criteria 6**

Demonstrated ability to work autonomously as well as with a team and show a demonstrated commitment to meeting personal and team goals in delivering a service to the key stakeholders at WMC and/or other relevant locations.

## Other relevant information

- The selected applicant will be subject to a criminal history check – undertaken and paid for by Council.
- Current Suitability Card Working with Children Blue Card
- The selected applicant will be required to undertake a pre-medical assessment to prove that they are medically fit to carry out the duties and responsibilities of the position with Council covering the cost.
- This position will be subject to a minimum probationary period of three (3) months. The applicant's employment will undergo a review at the end of the probationary period and a recommendation will be made to the Chief Executive Officer regarding permanent employment in the position.
- The selected applicant may be required to provide Winton Shire Council with a recent photograph of the person, at the time of the person's induction, for the purpose of creating a Winton Shire Council Employee Identity Card. Under (s138A) of the Queensland Local Government Act 2009 the employee has a legal obligation to hand any such identity card/s back to the employer within twenty-one days of termination of employment, unless the employee has a reasonable excuse.
- In the event of organisational change or restructure, Council may require employees to undertake other roles for which they are qualified and capable of performing.

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## Authorisation

(This section to be completed with the successful applicant upon completion of the recruitment process)

By signing this authorisation, the successful applicant acknowledges that they have read this Position Description and understand the responsibilities associated with the position.

I,

accept the position of Visitor Experience Officer with the Winton Shire Council and the details as outlined in the Position Description.

I have been given an opportunity to ask questions about the contents and I understand the terms and conditions outlined in this document.

**Signature:**

**Date**



## Recruitment process

Candidates should lodge their applications in accordance with the directions outlined in “How to Apply for the Position” below.

## How to apply for the position

We invite you to lodge a formal application which MUST include a:

- **Resume,**
- **Cover letter, and**
- **Response to the Selection Criteria (SECTION 9 of the Position Description)**

Completed applications are to be forwarded to: [jobs@winton.qld.gov.au](mailto:jobs@winton.qld.gov.au)

## Shortlisting and interviews

The Shortlisting of all applicants will be undertaken by a Selection Panel within five (5) working days after receipt of a completed suitable application. Interviews may be conducted face to face, or via video-conferencing or tele-conferencing, depending on the location of candidates and the technology available at the time.

## Further information

For further information in relation to this position please contact Winton Shire Council, on 07 4657 2666.

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