



# Position Description

## Visitor Information Centre Coordinator (Waltzing Matilda Centre)

Applications Close:  
5:00pm on Monday 22 July

<b>Position Title</b> Visitor Information Centre Coordinator - (Waltzing Matilda Centre)
<b>Position Number</b> ED10301
<b>Department</b> Economic Development
<b>Classification/Pay Scale</b> Level 5/6, Queensland Local Government Industry (Stream A) Award 2017 and Winton Shire Council Enterprise Bargain Agreement 2019 as varied (\$86,714 to \$96,855 per annum)
<b>Terms of Employment</b> Permanent Full 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:**

Manager – Economic Development

### **Supervision of:**

No supervisions applicable

### **Internal Liaisons:**

Visitor Experience Officers

Tourism and Marketing Officer

Economic Development Officer

Cleaners WMC

Tuckerbox Café staff

Exhibition Supervisor

Other Council Staff as appropriate

### **External liaisons:**

Other Local Government Authorities

State, Federal and International Bodies

Community Groups and individuals

Specialist Agencies

Community Organisations

Arts and Cultural Industries

Heritage Organisations/ Agencies

Winton Shire Community at large.

## **Position Objectives**

This role places you at the forefront and the welcoming face of our guests and residents and as such;

- You will be required to always promote the Winton Shire as a great place to live, visit and work.
- You will lead the coordination of the Visitor Information Centre and Dagworth retail store operations in a professional, efficient and timely manner; and contribute to Council's aim of being a high performing organisation.
- You will be responsible for the provision of visitor services at the Visitor Information Centre located within the Waltzing Matilda Centre.
- You will need to be multi-skilled, passionate about customer service, and able to consistently deliver to a high standard while demonstrating our desired behaviours.
- You will support the development of a VIC strategy placing it on a business focused footing to ensure successful outcomes.
- This role is responsible for the effective delivery of the tasks identified in key duties and responsibilities within a seven-day cycle – Monday to Sunday.

## 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. Workers and any other person includes Council employees as well as contractors, sub-contractors, labour hire workers, trainees, apprentices, work experience students, volunteers and visitors. Workers and any "Other Person" who enters Council workplace must apply the WHS Duty of reasonable care.

### Reasonable care

This includes:

- Taking reasonable care for his or her own health and safety
- Taking reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons
- Complying, so far as the worker is reasonably able, with any reasonable instruction that is given by an authorised officer of Council to allow the person to comply with a WHS requirement
- Cooperating with any reasonable policy or procedure of Council relating to health or safety at the workplace

Worker Responsibilities include:

1. Attending and participating in pre-start meetings as required, to identify any potential WHS issues and implementing control options to eliminate or minimise any risks before commencing work.
2. Inspecting plant and equipment before using it to ensure that it is safe for use.
3. Reporting any defective or damaged plant, tools and equipment to the Supervisor as required.
4. Taking personal responsibility for the safety of themselves and others that may be affected by work conducted by themselves as a worker of Council.
5. Complying with any Policies or Procedures and complying with any work directions and/or instructions that are provided.
6. Monitoring and assessing WHS hazards and risks while conducting any work, and reporting any issues to the relevant supervisor as required.
7. Consulting with the supervisor and WHS Safety Representative for their designated work group on any safety issues as required.

8. Monitoring the safety conduct of co-workers including Contractors and reporting any concerns immediately to the contractor or the Supervisor.
9. Stopping work and notifying the Supervisor if there is imminent risk of injury.

## **Qualifications/Skills/Licences/Tickets required.**

### **ESSENTIAL**

- Excellent communication skills, both oral and written with the ability to liaise with a broad range of community representatives, council management and staff.
- Well-developed knowledge and understanding of the local and regional tourism industry with the ability and desire to promote and develop current and future tourism opportunities.
- Ability to work well within a team.
- Ability to meet deadlines.
- Demonstrated ability to create a harmonious work environment.
- Hold and maintain a "C" Class Manual drivers' licence with the ability to drive in rural and remote locations.
- Pass a Criminal History Check
- Hold a Qld working with Children Blue Card
- Pass a Medical Assessment
- High level of computer skills - Word, Excel, PP, Outlook, Retailer POS or similar, Booking and Reservations system experience.

### **DESIRABLE**

- A relevant diploma or tertiary qualifications is desirable or significant relevant work experience in the tourism and relevant industry.

## **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:

### **Tourism Development and Promotion**

- To develop, plan and coordinate the VIC operations and programs with the relevant staff in line with the operational plan and in accordance with funding agreements where applicable, quality, risk, and budget requirements.
- Regularly updating visitor information collateral to ensure currency and accuracy to meet target audiences.
- Develop programmes and itineraries for education groups and tour operators.
- Identify marketing and promotional opportunities and develop suitable promotional materials and activities.
- Work with the marketing officer to oversee digital media platforms including the website, Facebook, and Instagram for the Waltzing Matilda Centre.
- Identify and source high quality souvenir and local artisan products for retail store.

- Identify new opportunities to expand the role of the Visitor Information Centre (VIC) in promoting the local and regional tourism potential and provide return on investment to Council.
- Develop supportive working relationships with the local business community and other community groups and ensure there is effective communication, consultation and support for tourism activities, initiatives and events including networking functions to represent the Centre as required.

### Human Resources

- Assist with the induction and training of staff ensuring they are valued for their contribution; are professionally supported and have thorough product knowledge.
- Work with the Winton District Historical Society volunteers to ensure that there is collaborative approach to the various displays.
- Support the VIC team in collaboration with the Economic Development Manager to ensure they are adequately trained and understand their role. Ensure that all new employees are inducted at work in accordance with the Council's Induction and Health & Safety Management System policies and procedures.

### Operations

- Oversee the day-to-day operations of Visitor Information Centre, including stock control, shop merchandising and sales, online bookings, and monthly sales reports.
- Assist the Economic Development Manager with the preparation and review of budgets, and operational plans and ensure that all policies, procedures, and work practices are implemented and adhered to particularly in relation to Human Resource Management, Risk Management and Occupational Health and Safety.
- Ensure all organisational reporting, Council and management meeting requirements are completed accurately and on time.
- Ensure VIC accreditation is effectively managed and maintained to meet the required standard for annual full accreditation.
- Maintain relationships with, and development opportunities for, regional heritage and tourism organisations, community groups, local business, and other stakeholders.
- Create an environment across the Centre precinct where all visitors can come together to socialise and enjoy a quality, shared cultural experience.
- Develop and implement WMC vision and strategic plan and procedures.
- Collaborate with the Economic Development Manager for marketing WMC.
- Liaise with key stakeholders in relation to joint corporate and public projects.
- Understand the long-term goals of the Winton Shire Council and its values and aspirations coupled with the legal and political context in which it operates.



- Investigate, engage, and in consultation with the Economic Development Manager work with consultants or contractors as required.
- Set realistic priorities and meet deadlines.
- Contribute to the continuous improvement of Council's 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.
- Ensure effective communication of corporate decisions, policies, and directions to staff.
- Attend relevant functions, meetings, workshops, seminars, and relevant work-related training courses as directed.
- Any other duties as directed by senior staff, relevant to the position, the award level 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 knowledge of the local and regional tourism industry with the ability and desire to promote and develop current and future tourism opportunities.

### Selection Criteria 2

Demonstrated experience of high-level communication, community public engagement interpersonal and negotiation skills.

### Selection Criteria 3

The ability to work with limited supervision and provide a high level of support to staff and volunteers.

### Selection Criteria 4

Well-developed computer skills including the use of MS Office Suite, POS, booking and reservation systems and the use of social media platforms.

### Selection Criteria 5

Demonstrated ability to support by mentoring and monitoring staff.

## Other relevant information

- The selected applicant will be subject to a criminal history check – undertaken and paid for by Council.

- 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.

## 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 Information Coordinator** 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**