

Position Description

Visitor Centre Coordinator

<i>Directorate</i>	Development & Regulatory Services
<i>Department</i>	Business & Economic Development
<i>Job Family</i>	Coordinator
<i>Reports to</i>	Manager Business & Economic Development
<i>Direct Reports</i>	Visitor Centre Officer/s
<i>Indirect Reports</i>	Nil
<i>Location</i>	Tom Price
<i>Industrial Instrument</i>	Shire of Ashburton Industrial Agreement 2026
<i>Classification</i>	Level 5

Vision

We will be a welcoming, sustainable, and socially active district, offering a variety of opportunities to the community.

Values

Respect	Openness	Teamwork	Leadership	Excellence	Health & Wellbeing
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About the Role

Role Objective / Purpose

To lead the effective operation of the Tom Price Visitor Centre by delivering exceptional visitor experiences, coordinating and developing a high-performing team, overseeing retail and information services, collating visitor trends and data, and promoting the region in accordance with accredited visitor centre standards and organisational objectives.



Key Role Outcomes

The Visitor Centre Coordinator is responsible for achieving the following outcomes:

Visitor Experience Excellence

- Delivery of exceptional, professional and consistent visitor servicing that enhances the region's reputation and encourages increased visitor satisfaction, length of stay, dispersal and visitor spend.
- Provision of accurate, current and engaging destination information, travel advice, safety information, accommodation, attractions, tours and event information consistent with accredited visitor centre standards.
- Other duties as assigned by the Manager of Business and Economic Development.

Leadership and Team Performance

- A high-performing, customer-focused Visitor Centre team that demonstrates strong destination knowledge, service excellence and continuous improvement.
- Effective recruitment, development, mentoring and performance management of Visitor Centre Officers
- A positive workplace culture that promotes collaboration, accountability and community engagement.
- Positive representation of the local government, community and tourism industry through professional visitor servicing and industry leadership.

Visitor Centre Operations and Accreditation

- Efficient and effective management of Visitor Centre operations, facilities, systems and resources.
- Ongoing compliance with Visitor Centre Accreditation requirements and best-practice visitor servicing standards, supporting the continued use of the accredited visitor centre branding and recognition.

Retail and Commercial Performance

- Effective management of retail operations, inventory control, merchandising and procurement processes.



- Increased retail sales and visitor engagement through 'local knowledge' information, sourcing and provision of quality regional products and souvenirs, promotion of services, and tourism providers.
- Accurate stock management and financial accountability.

Local and Regional Collaboration

- Active promotion of local businesses, tourism operators, accommodation providers, hospitality venues, events and experiences to maximise economic benefits within the region.
- Development and maintenance of strong partnerships with local businesses to encourage visitor referrals, collaborative marketing opportunities and tourism growth.
- Strong collaboration with other accredited visitor centres, tourism organisations and regional stakeholders to share knowledge, resources, visitor insights and best practices.
- Active participation in regional visitor centre networks and tourism initiatives that strengthen destination awareness and visitor dispersal throughout the region.
- Contribution to cooperative marketing campaigns, industry development activities and visitor servicing improvements across the wider tourism network. promotes a network of accredited visitor centres providing consistent visitor information and services across the State.
- Organisation of and travel to identified Tourism Trade Shows and Events.

Effectively oversee and direct the duties of Visitor Centre staff to ensure the efficient operation of the Shire's Visitor Centre services, including:

- Leading, supervising and developing Visitor Centre staff.
- Coordinating rosters, training, performance management and daily operations.
- Delivering high-quality visitor information, customer service and destination promotion.
- Managing retail operations, including merchandising, stock ordering, inventory control and sales performance.

Workplace Safety and Diversity, Access and Inclusion is a shared responsibility of all staff.



Work Duties

The position description does not act to limit or set specific duties required to fulfil this role, this document serves to describe the role, outline required outcomes, and set expectations. All employees are required to have a flexible approach to their work, including undertaking work duties which may fall outside those required of this role. All employees must comply with reasonable and lawful directions.

Core Competencies

The following competencies are required of **all roles** within the Shire and are ranked to reflect differing levels of responsibility. These competencies reflect the Shire's Values of Respect, Openness, Teamwork, Leadership, Excellence, Health and Wellbeing which apply at all times, to all staff, in all roles.

Competency	Required Level
Health and Safety	Intermediate: Assists in the development of JSAs, SWMS, and other safety procedures for own work area. May coach newer or more junior staff in safety procedures. At all times acts in accordance with the principles identified in the Local Government Act and State and Federal Legislation.
Accountability	Advanced: Manages and plans own work but may perform work under limited supervision or direction. Work projects may be managed by more senior decision makers. Implements tools to keep track of a wide range of tasks, priorities, and due dates. May supervise or direct work of others in a single business unit. Given broad direction and limited guidance with performance measured against objectives.
Judgement and Decision Making	Intermediate: Work process and procedures generally routine, with exercise of some discretion. Decisions made may impact internal and external stakeholders. May make recommendations to more senior decision makers for complex or intricate problems in own work area and external matters. May make decisions on use of resources which may impact outside the work area or on clients. Applies knowledge from a wide range of rules.



Time Management	Advanced: Able to manage multiple competing tasks and prioritise amongst a range of functions. May assist others with time management.
Customer Service	Advanced: Effectively communicate with clients and members of the public and in the resolution of minor matters. The employee will reflect and always demonstrate the Code of Conduct of the organisation, its values and work with the highest level of integrity.
Financial Management	Fundamental: Adhere to set budgets in purchasing. May provide some general feedback in respect to costs and spending derived from operational responsibilities.
Leadership	Intermediate: Required to influence and lead a small team or functional area. Leadership by oversight, supervision, and participation.

Role Specific Competencies

These are the specific competencies required of the role.

Competency	Required Level
Problem Solving	Advanced: Solve problems where there is a lack of definition requiring analysis of a number of options, including new problems outside developed or learned skills and knowledge.
Policy or Legislative Interpretation	Advanced: Require a conceptual understanding of policy and interpretation in the application of policy or precedent.
Supervision Skills	Intermediate: Supervise various functions within a work area or activities of a complex nature or lead large groups at the work face.



Conflict Resolution	Intermediate: Able to handle a range of routine and usual requests from staff or members of the public and resolve minor differences of opinion and/or requiring further explanation.
Communications Skills	Intermediate: Business level written, and verbal language skills expected for most roles where a major portion of the communication is written. This includes ability to use standard office programs, including formatting, spellcheck and use appropriate grammar. Able to resolve minor matters.
Report Writing	Intermediate: Undertake initial or straightforward drafting of reports, submissions, or non-standard correspondence.
Administration Skills	Advanced: Able to set up administrative processes, including record keeping, filing, and tracking systems and train others in the use of these processes and systems.
Policy and Procedure Development	Fundamental: Research, develop and recommend changes for internal procedures or work processes related to job function.

Licenses, Registrations, Memberships or Qualifications Required of Role

- Minimum C Class Driver's Licence.
- Demonstrated experience in tourism, hospitality, customer service or visitor servicing.
- Excellent interpersonal, communication and customer service skills.
- Strong knowledge of the local region and tourism products or the ability to quickly acquire such knowledge.
- Experience with bookings, reservations, point-of-sale and computer systems.
- Well-developed organisational and administrative skills.
- Ability to work independently and as part of a team.



Desirable Experience, Skills, Knowledge Required of Role

- Certificate III or IV in Tourism, Business, Events or a related discipline.
- Experience working within an accredited visitor centre.
- Proven experience in leading a team.
- Knowledge of regional tourism and destination marketing.
- Current First Aid Certificate.

Confirmation

I have received, read, and familiarised myself with this position description:

Name _____

Signed _____

Date _____

Position descriptions may be reviewed on an annual basis, as part of the Shire's annual performance review process.

