



Position Description

Position Title	Senior Tourism Officer
Position No.	10016
Division	People and Place
Department	Tourism
Reports to	Tourism Manager
Current Status	Term Contract 2 Years, Part-Time
Band/Level	Band 2 Level 1
Grade	9
Step	Entry to Step 4
Last Reviewed	June 2026
Conditions of Employment	The employee will work within the conditions detailed within the Local Government (State) Award and the Council Policies/Systems, including, but not restricted to: * Council's Salary Administration System * Council's Human Resource Policies and Procedures * Council's Code of Conduct * Equal Employment Opportunity * Equity & Access to Training * Performance Appraisal System
Work Health and Safety (WHS)	The employee who occupies this position must abide by Council's WHS policies and procedures as described in Council's WHS Manual. The employee must participate in the completion of relevant WHS/Risk documentation and take all reasonable and practicable steps for their own health and safety and of others affected by their actions at work.

Position Summary

The Senior Tourism Officer's primary responsibilities are the coordination of the day-to-day duties of the Tourism service delivery to maintain consistent conversion of visitor interest into accommodation, tours, ticketing and membership sales. The role is responsible for the coordination of the delivery and provision of high-quality customer service and administrative functions across the team of Tourism Officers.

Located at the Seven Valleys Visitor Information Centre, Lithgow and reporting directly to the Tourism Manager, the position performs the duties of the Tourism Officer role, with coordination expectations. The Senior Tourism Officer is required to provide and maintain a consistently high level of quality customer service across the team and meet set sales targets in order to increase visitation and occupancy to local tourism products.

The Senior Tourism Officer works under the direction of the Tourism Manager and provides administrative and organisational support to the Tourism Manager. It is responsible for performing general duties of the Tourism Officers as well as coordinating the provision of these duties within the team, as directed by the Tourism Manager.

Specific Duties and Responsibilities

- Coordinate and assist in the delivery of an information and booking service relating to all incoming calls, website requests and walk-in visitors to the Seven Valleys Visitor Information Centre.
- Coordinate the maintenance of service delivery standards across the team of Tourism Officers, as agreed to with the Tourism Manager.
- Undertake procurement of souvenirs with an emphasis on local products, for approval of the Tourism Manager.
- Completion of end-of-day finances/EFTPOS takings and weekly reconciliation as a standard Tourism function.
- Coordination of the rectification of discrepancies and reporting for end-of-day finances/EFTPOS takings and reconciliation.
- Coordinate and undertake familiarisation visits with the Tourism Officers to member operators of Seven Valleys Tourism, as required and directed by the Tourism Manager.
- Collate feedback (formal and informal) collected by Tourism Officers, Senior Tourism Officer and Tourism Manager from clients to facilitate continuous improvement to the operations of Seven Valleys Visitor Information Centre Lithgow.
- Source and collate content and information for Seven Valleys Tourism's website, ensuring accuracy.
- Update the Calendar of Events on Council's Website using data collated from multiple sources.
- Coordinate the completion of administrative tasks for the Seven Valleys Visitor Information Centre Lithgow by the Tourism Officers.

- Collate relevant material for Seven Valleys newsletter items and tourism statistics as required by the Tourism Manager.
- Coordinate staff meetings and toolbox safety meetings, including taking minutes and supplying them to the Tourism Manager.
- Create and update listings on the Australian Tourism Data Warehouse
- Delivery of all duties of Council's Tourism Officers as required during the day-to-day operations of the Tourism function.
- Other duties as requested by the Tourism Manager in alignment with the Senior Tourism Officer level of skill and competence (Band 2, Level 1/Grade 9).

Core Duties and Responsibilities

Following is a list of duties and responsibilities that are required in this position, as well as other positions within the organisation, including Tourism Officers;

- Processing Customer Enquiries
 - Receive customer enquiries in a courteous and efficient manner
 - Research, assess and respond to customer enquiries within an appropriate timeframe
 - Maintain a communication channel whereby tasks and complaints are processed to completion.
- Operate Office Equipment
 - Operate various office equipment items, including photocopier, facsimile machine, heat binder, and shredder.
 - Operate telephone equipment for incoming and outgoing calls.
- Operate a Personal Computer in the completion of routine tasks;
 - Utilise a personal computer to create, modify and complete documents, using various computer programs and delegate tasks to other Tourism Officers.
- Work Health and Safety Responsibilities
 - Present for work in a fit state (not under the influence of drugs or alcohol)
 - Not undertake any task / activity for which you have not been trained, inducted or deemed competent to do.
 - Report all hazards, near misses, injuries, incidents to their immediate Supervisor
 - Not through act or omission create an unsafe workplace or environment
 - Ensure adherence to developed SWMS/RA, SOP's, Procedures
 - Assist in the development of specific SWMS/RA where identified and required
 - Follow all necessary instruction, training, information and supervision to enable works to be undertaken safely

- Advise immediate/relevant supervisor of any hazard or risk outside area of control or delegation
 - Assist in the investigation of all injuries and incidents
 - Ensure the safe and correct use/application of plant, equipment and PPE
 - Commitment to Council's Injury Management Procedure
 - Maintain good site housekeeping at work location
 - Contribute to continual improvement of workplace risk control processes
- Recordkeeping Responsibilities
- The incumbent is to undertake responsible and accountable practices for keeping full and accurate records and information for all corporate activities and decisions
 - Prioritise and complete allocated Recordkeeping activities

Supervisory Responsibilities

- Nil

Signatures

I agree to the requirements of this Position Description.

Employee Date

Supervisor Date

Manager Date

Qualifications, Skills and Experience

Essential

- Qualifications in Tourism or a related discipline
- Previous experience in the tourism and or/hospitality industries
- Commitment to the principles of excellence in customer service
- Demonstrated experience in providing excellent customer service with the ability to be flexible, tactful, courteous and empathetic to members of the public.
- Proficiency in Microsoft Office Suite with well-developed administrative skills and the ability to browse and research on the internet.
- Excellent verbal and written communication skills with the ability to record accurate notes and preparation of routine correspondence as required
- Ability to provide a flexible approach to work practices and hours within the provisions of a 7-day roster
- Ability to prioritise work schedules to ensure set outcomes are achieved
- Relevant experience in sales and customer service
- Cash handling experience
- A demonstrated team player, along with the ability to maintain standards positively in a highly committed and vibrant team.
- Demonstrated ability to meet set target sales commissions
- Ability to practice continuous improvement processes and engage in ongoing learning.
- Current driver's licence
- Commitment to Work Health and Safety
- Demonstrated commitment to the principles of honesty and integrity
- Exceptional adaptability
- Ability to achieve positive outcomes through effective planning and organisation skills

Desirable

- Knowledge of tourism attractions
- Knowledge of Tech 1
- Knowledge of Finance 1
- Supervisory experience