

POSITION DESCRIPTION

POSITION	POSITION NUMBER
Visitor Services Team Leader	3696
CLASSIFICATION	ANZSCO CODE
Band 5	461633
DEPARTMENT	DIVISION
Visitor Economy	Economy & Experience
AGREEMENT	LOCATION
Ballarat City Council Enterprise Agreement no. 9 2023	Town Hall, The Phoenix Building & The Ballarat Botanical Gardens (Various)

Position Objectives

The Visitor Services Supervisor coordinates the day-to-day operations of the City of Ballarat's Visitor Information Centres, ensuring high-quality visitor experiences, consistent service delivery standards, and effective supervision of staff and volunteers. The role supports customer service excellence, assists with administrative and retail functions, and contributes to operational requirements across the Ballarat Botanical Gardens and Ballarat Town Hall Visitor Centres.

Key Responsibility Areas

- Coordinate day-to-day Visitor Centre operations to ensure consistent service delivery, presentation and visitor experience standards.
- Provide daily supervision, task direction and support to staff and volunteers, contributing to a positive and productive work environment.
- Deliver accurate, customer focused visitor information across all service channels, responding to enquiries and feedback using established processes.
- Assist with onboarding and training of new staff and volunteers, ensuring adherence to procedures, systems and safety requirements.
- Maintain POS systems, ticketing platforms, data records and administrative processes to support smooth operational workflows.
- Coordinate stock levels across both locations, merchandise displays and retail related tasks across multiple sites within established guidelines.
- Coordinate mobile delivery of visitor servicing for major events.
- Apply established procedures, accreditation standards and safety protocols, escalating complex or non-routine issues to the Visitor Economy Officer.
- Engage with community groups, local operators and visitor groups to support centre activities and promote a welcoming environment.

REPORTS TO:	DIRECT REPORTS:
Visitor Economy Officer	Visitor Services Officers and Ballarat Ambassadors
ORGANISATIONAL RELATIONSHIPS	
Internal: • Visitor Economy Officer, Visitor Economy team, Tourism Midwest Victoria, Economy and Experience Directorate	External: • Wider tourism industry operators

Accountability and Extent of Authority

- Responsible for day-to-day operational decisions within established guidelines.
- Ensures compliance with customer service and accreditation standards.

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- Escalates staffing, safety or complex customer issues to the Visitor Economy Officer
- Ability to manage competing priorities and maintain accuracy in data collection of visitations.

Judgement and Decision Making

- Uses established processes to resolve routine visitor servicing and operational issues.
- Applies discretion and empathy when resolving customer concerns.
- Seeks support from the Visitor Economy Officer when facing unfamiliar or complex situations.

Specialist Skills and Knowledge

- Strong customer service and visitor engagement knowledge.
- Understanding of local tourism offerings, community services and visitor needs.
- Competence with digital tools, point-of-sale systems, ticketing platforms and Microsoft Office applications, with the ability to troubleshoot routine system issues.

Management and Interpersonal Skills

- Ability to supervise and support staff and volunteers effectively on a daily basis.
- Strong communication skills across written, digital and in-person interactions.
- Ability to manage multiple tasks and adapt to changing priorities.
- Interpersonal and communication skills, with the ability to engage professionally with diverse visitors, community groups and operators.

Qualifications and Experience

- Qualifications and/or experience in customer service or related areas.
- Demonstrated experience supervising customer service in a visitor facing, tourism, hospitality or similar environment, with strong knowledge of local attractions and regional visitor needs.
- Experience supervising staff and volunteers, including providing daily operational direction, supervision of tasks and maintaining a positive team environment.

From a Health & Safety perspective the City of Ballarat requires all employees adhere to the following:

- Report hazards, incidents, injuries, and unsafe practices as soon as possible.
- Constructive participation in investigations and assistance in implementing corrective actions.
- Wear PPE and follow safe work procedures as directed.
- Constructively participate in monthly team meetings.
- Comply with the City of Ballarat safety system.
- Participate constructively in all forums set up to investigate, improve or communicate safety.

SELECTION CRITERIA

1. Demonstrated experience supervising customer service in a visitor facing, tourism, hospitality or similar environment, with strong knowledge of local attractions and regional visitor needs.
2. Experience supervising staff and volunteers, including providing daily operational direction, supervision of tasks and maintaining a positive team environment.
3. Strong organisational and administrative skills, with the ability to coordinate daily operations, manage competing priorities and maintain accuracy in data collection of visitations.
4. Proficiency in digital tools, point-of-sale systems, ticketing platforms and Microsoft Office applications, with the ability to troubleshoot routine system issues.
5. Excellent interpersonal and communication skills, with the ability to engage professionally with diverse visitors, community groups and operators.

POSITION DESCRIPTION

City of Ballarat Core Values

We are honest and transparent  • We tell the whole story. • We provide a context and rationale for our decisions. • We trust each other enough to be honest.	We are accountable  • We do what we say we will do, when we say we will do it. • We learn from our mistakes and celebrate our successes. • We back up our teammates and also hold them to account with kindness and respect.	We value everyone  • We show respect to everyone, even if we disagree. • We ensure everyone has access to opportunities. • We are approachable regardless of our position in the organisation.	We work with and for our community  • We seek to understand our community's needs and take action to meet those needs. • We engage with our community and share what we are doing and why. • We manage our resources responsibly and sustainably.	We work together  • We work towards common goals. • We support each other through the highs and lows. • We look for the best in each other.
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The City of Ballarat is committed to being a child safe organisation and has zero tolerance for child abuse and harm. We are committed to providing an environment and culture that promotes the safety, health and well-being of children and young people and which provides a voice to all children, including those from an Aboriginal and Torres Strait Islander background, with disabilities and from culturally, religiously and linguistically diverse backgrounds. We have policies, procedures and training in place that support our employees, volunteers and contractors to achieve these commitments and to ensure all children are listened to, their views respected, and their contribution recognised to ensure Council environments are safe.

ACKNOWLEDGEMENT

Please sign and date to acknowledge you have read and understood this position description.

Name:	Signature:	Date:
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