



Croydon Shire Council

Position Description

Position Title	Tourism Officer
Department	Tourism and Marketing
Award	Queensland Local Government Industry Award – State 2017
Award Classification	Stream A – Section 1 - Administrative Services. Level 3, from (\$1,305.51 Above Award) per week plus relevant allowances
Position Type	Full time – 36.25hrs per week
Reports To	Director Community, Tourism & Marketing

Position Objective

This position supports the Tourism & Marketing Department of Croydon Council to improve the economy and reputation of Croydon through the maintenance, support, and development of the tourism industry in the Shire. Working in the True-Blue Visitor Information Centre and our tourist attractions throughout the Shire you will provide an exceptional customer service experience for visitors.

Duties and Responsibilities

1. Provide high quality customer service and accurate information to visitors on historical sites, scenic areas, tourist attractions and visitor information within Croydon Shire and the Gulf region in person or through other communication media.
2. Carry out the daily operation of the Croydon 'True Blue' Visitor Information Centre and Heritage Precinct.
3. Promote local activities, facilities, and events within the Shire.
4. Assist with the management of tourism heritage related events, as directed including but not limited to, the Croydon Heritage Festival.
5. Assist with the development of promotional material for advertising, within budget as determined by Council, using all media including print, social, electronic, and multimedia resources.
6. Undertake general administration duties such as filing, preparation of correspondence, preparation of promotional materials, reports, and submissions.
7. Maintain records and statistical data associated with tourism, freedom camping, tour numbers and all administrative records, including sales and receipting.
8. Maintain adequate stock of regional promotional materials (brochures, maps, etc.).
9. Ensure the Visitor Information Centre and Heritage Buildings and their displays are kept clean, tidy and in good working order.
10. Assist with the preparation of rosters for casual tourism customer service staff and volunteers at the Visitor Centre.
11. Provide administrative support to the Director Community, Tourism & Marketing
12. Assist in the development of a Croydon Shire Tourism and Marketing Strategy and the development and promotion of tourism products identified in Council's Corporate and Operational Plans.
13. Ensure the integrity of information on Croydon Shire Council's registered website and social media platforms and advise the Manager when updates/changes are required.

14. Undertake projects, research and other such duties as directed.
15. Provide assistance within other areas of Council as directed.
16. Actively seek opportunities to implement change that will contribute to improve efficiency and operations of Council.

Stakeholder engagement

- Establish a reputation for reliance and trust across the spectrum of stakeholders, including management, peers, fellow workers and the general public.

Code of Conduct

- Adhere to behaviours, responsibilities, and actions identified within Council's Code of Conduct. Staff not adhering to the Code of Conduct may be subject to disciplinary action.

Work Health and Safety

- Comply with all work health and safety legislation, Councils Work Health and Safety Management System, and Council policies/procedures/work instructions and codes of practice. Perform all work and associated functions in a safe manner and identify and report any concerns, near misses, incidents/accidents to your Supervisor and WHS Advisor. Use appropriate protective clothing and equipment.
- Ensure risks are identified and controlled for tasks, projects and activities that pose a health and safety risk within your area of responsibility.
- Mandatory attendance at Toolbox talks and training.

General

- Ensure punctuality and preparedness at the beginning of shifts. All employees should notify their immediate supervisor within 30 minutes of their start time in the event of an unplanned absence. Tasks allocated to this position shall be performed to a high standard, in accordance with procedural guidelines and timeframes, and with efficient and effective utilisation of resources.
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- Establish and maintain effective professional relationships with Managers, Supervisors, Employees and Contractors.
- Maintain a positive team culture based on honesty, trust and integrity.
- Duties shall be carried out in accordance with accepted industry standards, compliance with various legislative requirements, standards and Council policies, procedures and local laws.
- The employee shall show a spirit of cooperation with their supervisors, other employees and the achievement of Council's aims and objectives.
- It is a requirement that all Council employees maintain a current manual "C" class driver's licence at all times where driving forms part of regular work activities.
- Foster and maintain strong public relations with Council's ratepayers, customers and other bodies directly or indirectly associated with Council.
- Provide consistent and excellent customer service to all stakeholders.

Governance

- Ensure best-practice and compliant Records Management system is adhered to for the secure protection of Corporate Records.

Qualifications, Skills & Experience

1. A genuine desire to be involved in tourism and the promotion of Croydon Shire.
2. High level of customer service skills.
3. High level of verbal and written communication skills and ability to effectively deal with a broad range of customers.
4. Competency with social media platforms plus photography/videography skills is highly regarded.
5. Competency with Canva (or other design software) is highly regarded.
6. Be self-motivated and have excellent time management, planning, and organisational skills.
7. Ability to work under limited direction and supervision and maintain a friendly and helpful work attitude.
8. Broad knowledge of the local area and surrounding regions or ability and interest to learn.
9. High level of computer skills within the Microsoft Office 365 package.
10. Qualification in Tourism, Marketing and Promotion, Event Management or Business Administration (highly regarded).

Key Performance Indicators (KPI's)

1. Demonstrated ability to interact with tourists and customers.
2. Allocated tasks and responsibilities are completed consistently within agreed timeframes.
3. Work is performed to a high standard with attention to detail.
4. Ability to assist with planning and delivery of events.
5. Compliant Records Management is adhered to for the secure protection of Corporate Records.
6. Active participation in Council's Cybersecurity training and awareness
7. Compliance with Croydon Shire Council's Code of Conduct.
8. Contribution to the efficient and productive operation of the Local Government Organisation.
9. Performance of work and associated functions in a safe manner.
10. Compliance with Croydon Shire Council's Work Health and Safety Management System.

Selection Criteria

1. Qualifications and experience in a discipline relevant to the position.
2. Demonstrated knowledge and understanding of the tourism industry and desire to be involved in tourism and the promotion of Croydon Shire.
3. High level of interpersonal and communication skills with a strong customer service focus.
4. Holder of an LR licence (manual) and driver's authorisation (or ability to obtain one) highly regarded.
5. Experience as a tour guide, highly regarded.
6. Experience working with historical archives and genealogical records, desirable.
7. High level of computer skills within the Microsoft Office 365 package.
8. Tourism, Marketing and Promotion, Event Management or Business Administration (highly regarded).

Certification

I have read the position description, and I am aware of the position requirements.

Employee Name:

Employee Signature _____

Date ____/____/____

Chief Executive Officer:

Chief Executive Officer Signature _____

Date ____/____/____