



Position Description

VISITOR CENTRE ADMINISTRATION OFFICER

OUR VALUES



ACHIEVE TOGETHER

We collaborate internally and externally to achieve better outcomes together.

TAKE OWNERSHIP

We own our actions, decisions, and their impact on others. We learn from mistakes and contribute to solutions, building trust through honesty and integrity.



SHAPE THE FUTURE

We hold ourselves to a high standard and are empowered to achieve quality outcomes for our community – today, and for future generations.

INSPIRE AND UPLIFT

We bring our best self to our work, and strive to make a positive impact on our colleagues and community.





Position Description: Visitor Centre Administration Officer

Position Number: Y009

Purpose: Take operational responsibility for the day-to-day operations of the Visitor Centre and Town Hall venue that supports the Shire's tourism activities and events. Provide comprehensive information and high-level customer service to visitors and residents focusing on tourism related experiences and services in the York region.

Role Responsibilities

Visitor Centre (VC)

- Be the first point of contact for tourism or visitor enquiries over the front desk, email and by phone in a helpful, friendly and courteous manner.
- Provide comprehensive accurate information to VC customers on tourism products and services available in the York region.
- Maintain and manage the VC website, brochure displays and associated marketing.
- Maintain relevant memberships and accreditation standards and compliance.
- Develop, maintain and regularly review VC policies, procedures and practices in accordance with regulations and compliance requirements.
- Coordinate and oversee the daily operations of the VC, including rostering, timesheet and leave approvals, stock management and workflow planning, to ensure efficient and effective service delivery.
- Assist with annual promotion opportunities for the Visitor's Centre as directed.
- Supporting staff development by assisting with inductions, training delivery, and ongoing skill-building in collaboration with the Manager of Tourism and Economic Development.
- Work with and support volunteers to provide visitor information services.
- Ensuring the Visitor Centre retail section is appropriately stocked and regularly updated to meet visitor expectations and current tourism market.
- Work with Media and Engagement Officer to ensure Experience York App is kept relevant and up to date
- Assist Manager of Tourism and Economic Development with Avon Valley Alliance, Destination Perth and other Tourism stakeholder requirements
- Continue to seek new and/or improved Tourism and visitor focused experiences and outlets.

Economic Development

- Assisting Manager of Tourism and Economic Development with expanding events in the Town Hall and Shire.
- Manage Town Hall bookings including regular hirers, casual hirers and events.
- Collaborate across the organisation to ensure events are delivered to a high standard.
- Provide inductions for all users of the Town Hall venue and conduct post hire inspections.
- Manage appropriate inventories and submit maintenance requests in a timely manner.
- Undertaking research and data-gathering activities that contribute to tourism strategy and planning for the Shire.
- Provide support services, resources and information for events as directed by manager
- Create and distribute key promotional materials such as the York Brochure and monthly event promotional materials, including consideration of timelines, budgets, and community consultation.
- Other marketing and promotional activities as directed by manager.

Organisational

- Other duties as required and approved by manager.
- Be an active and engaged member of the Corporate and Community Team, who adds value by completing high quality work, is a positive team member and strives to support the values we seek to foster in our organisation.

Performance of Duties

- While on duty, staff will give their whole time and attention to the Shire of York's business and ensure that their work is carried out efficiently, economically and effectively, and that their standard of work reflects favourably both on them and on the Shire.
- Staff must also perform their duties impartially and in the best interests of the Shire of York uninfluenced by fear or favour.
- The Shire of York recognises its legal obligations under the *Equal Opportunity Act, 1984* and amendment 1992 and will actively promote equal opportunity based solely on merit to ensure that discrimination does not occur on the grounds of gender, age, marital status, pregnancy, race, disability, religious or political convictions.
- Staff must comply with all Shire policies and procedures including but not limited to *Policy 08 Employee Code of Conduct*.
- Staff must comply with *State Records Act 2000* Record Keeping requirements and legislation. All employees of the Shire of York are responsible for ensuring the records relating to the business activities of the Shire are captured into the electronic record system.
- The Council is committed to Work Health and Safety in all areas of the Shire's operations and requires you to comply with the requirements *Work Health and Safety Act 2020*

Required Skills and Qualifications

Essential

- Exceptional customer service skills
- Sound knowledge in daily operations, including rosters, stock management, and general workflow planning;
- Excellent communication skills
- Extensive knowledge of the York and Avon Valley region
- Developed public relations skills with the ability to respectfully communicate with all cultures
- Previous experience dealing with high numbers of visitors
- Sound computer knowledge and use of online mediums
- Problem solving skills and conflict resolution skills
- Ability to work in a hands-on role with limited supervision
- Sound cash handling skills
- Ability to work weekends and public holidays
- Current Police Clearance
- Ability to work safely and abide by Occupational Safety and Health Legislation

Desirable

- Second language speaker an advantage
- Marketing and Customer Service qualifications
- Previous experience in Local Government

Level of Authority and Organisational Relationships

Reports to: Manager Tourism and Economic Development

Direct Reports: Nil

Extent of Authority: Nil except those provided by written delegations of authority.

Internal Liaisons:

- CEO
- Executive Leadership Team
- Visitor Centre Staff
- Shire Staff
- Volunteers & Contractors

External Liaisons

- Visitors
- Tourism Operators and Agencies
- Special Interest Groups
- Residents and Ratepayers
- Community Groups
- Government Agencies

Classification: Level 4 - Inside Staff IA**Position Location:** Visitor Centre**Position and Conditions Acceptance****Employee Name:** _____**Signature:** _____**Date:** _____**Direct Manager Name:** _____**Signature:** _____**Date:** _____

Last Position Description Review

Date: / /

Next Review Due

Date: / /