



Position Description

INFORMATION 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: Information Officer –

Position Number: Y009

Purpose: 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

- 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 Visitor Centre customers on tourism products and services available in the York region.
- Work with and support volunteers to provide visitor information services.
- Maintain and manage the Centre's brochure displays
- Assist with clerical and administrative services as directed
- Assist to maintain the Centre's policy and procedure guidelines in accordance with compliance and regulation
- Assist the Manager Tourism and Economic Development in other operational areas as required.
- Be an active and engaged partner with the Corporate and Community Services 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.

Marketing and Promotion

- Assist to develop content for the York Visitor Centre brochure
- Assist to develop content for York Visitor Centre website
- Assist with annual event and festival promotion opportunities as directed
- Other marketing and promotional activities as directed

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
- Excellent communication skills
- Knowledge of the York and Avon Valley region
- Sound computer knowledge and use of online mediums
- Problem solving skills and conflict resolution skills
- Ability to work in a hands-on role with some 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

- Developed public relations skills with the ability to respectfully communicate with all cultures
- Previous experience dealing with high numbers of visitors
- C Class Driver's License
- Second language speaker an advantage
- Previous experience in a Local Government
- Customer service qualifications

Level of Authority and Organisational Relationships

Reports to: Manager Tourism Economic Development Officer

Direct Reports: Nil

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

Internal Liaisons:

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

External Liaisons

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

Classification: Level 3 - Inside IA

Location: York Visitor Centre

Position and Conditions Acceptance

Employee Name: _____

Signature: _____

Date: _____

Direct Manager Name: _____

Signature: _____

Date: _____

Last Position Description Review

Date: / /

Next Review Due

Date: / /