

	POSITION DESCRIPTION			PD061
	WOW Tourism Officer			
Classification	Administration/Clerical, Level 2	Status		
Directorate	Community and Engagement	Incumbent		
Department	Tourism and Marketing	Reporting to	Manager, Tourism and Marketing	

PURPOSE OF THE POSITION

Administer the daily operational functions of the Wonders of Wynyard Exhibition and Visitor Information Centre.

This position plays an important role in ensuring the quality of the Centre's customer service delivery and administrative operations. The incumbent will be responsible for implementing the Wonders of Wynyard (WOW) Exhibition Centre business plan and customer services charter in an efficient and effective manner.

Effective customer service including reception, point of sale and cash handling duties, volunteer coordination, delivery of a consistent quality and standard of service that reflects positively on the reputation of the WOW Exhibition and Visitor Information Centre.

KEY RESPONSIBILITIES	DELIVERABLES/OUTCOMES (MEASURE OF SUCCESS)
Administration & Supervision of Centre	<ul style="list-style-type: none"> ▪ Assist with implementing actions of the WOW Business Plan and Tourism Plan involving the Exhibition Centre. ▪ Under guidance of the Manager Tourism and Marketing, facilitate the recruitment, rostering and performance of volunteers. ▪ Provide reports and WOW operational input to assist the Manager Tourism and Marketing in Council and tourism matters. ▪ Undertake research, draft correspondence and briefing on behalf of the Centre in consultation with the Manager Tourism and Marketing. ▪ Maintain accurate visitor surveys and statistics on centre utilisation and other key performance indicators. ▪ Undertake responsibility for the day to day quality of the WOW's operations. ▪ Manage the retail sections of WOW including: <ul style="list-style-type: none"> ○ Source and price quality Tasmanian merchandise while monitoring stock levels and its visual display according to season and budget. ○ Administration of merchandise on consignment. ▪ Assist with the co-ordination of staff and volunteer access to local familiarisation tours and facilitate meetings and training for volunteers and staff. ▪ In consultation with the Manager Tourism and Marketing plan and coordinate the gallery exhibitions. ▪ Maintain the Veteran Car Museum exhibits and visitor experience to the highest standards and within all policy guidelines.

KEY RESPONSIBILITIES	DELIVERABLES/OUTCOMES (MEASURE OF SUCCESS)
	<ul style="list-style-type: none"> ▪ Maintain active networks within the tourism sector through membership and involvement in TVIN and broad tourism sector. ▪ Implement Council policy and decisions in relation to the position and the public image of Council with a positive attitude. ▪ Maintain the social media platforms of WOW within guidelines, to enhance profile, reputation and encourage visitation to WOW and the broader municipal area.
Customer Service & Communications	<ul style="list-style-type: none"> ▪ Ensure a positive customer experience for all visitors to the WOW. ▪ Maintain a professional, courteous and positive manner in all dealings with both internal and external customers. ▪ Respond promptly and courteously to public enquiries and follow up as appropriate. ▪ Ensure all forms and procedures in relation to the position are current, accurate and contain relevant information to assist/answer enquiries. ▪ Interpersonal communications, including the management of enquiries and reception of visitors, is always respectful, professional and positive. ▪ Resolution of issues, as appropriate, through positive action, redirecting to appropriate staff as required, and escalation of potentially serious matters to the Manager Tourism and Marketing for assistance.
Standard Clauses in all employee PDs	
Meetings and Interactions	<ul style="list-style-type: none"> ▪ Attending and actively participating in internal and external meetings and workshops, as required.
Customer Service	<ul style="list-style-type: none"> ▪ A consistently high level of customer service, based on defined service levels, provided to internal and external customers both individually and by the team. ▪ Customer queries, complaints and correspondence responded to in accordance with defined service levels and Council expectations.
Resource Sharing	<ul style="list-style-type: none"> ▪ Other duties and back up servicing provided to the Circular Head Council as required from time to time, pursuant to the Resource Sharing agreement between the two Councils.
Confidentiality	<ul style="list-style-type: none"> ▪ Integrity and confidentiality of all council related activity and documentation is being maintained.
Records Management	<ul style="list-style-type: none"> ▪ Records are created, used, maintained, recorded and managed in accordance with the Council's Information Management Policy.
Procurement	<ul style="list-style-type: none"> ▪ Responsible for purchasing goods and services in accordance with the Procurement Policy and delegated financial limits.
Risk Management	<ul style="list-style-type: none"> ▪ Maintain an active awareness and reporting of Risk Management issues and practices concerning the workplace and within the role that could cause concern, embarrassment or liability to Council. ▪ Assist Council to mitigate risk by promoting risk awareness throughout the organisation. ▪ Provide risk management information as requested and assist in the investigation of any risk management issues or claims that have been made against Council insurances.

KEY RESPONSIBILITIES	DELIVERABLES/OUTCOMES (MEASURE OF SUCCESS)
Performance Measures	<ul style="list-style-type: none"> ▪ Departmental Key Performance Indicators (KPI's) developed. ▪ Reports against KPIs are occurring. ▪ Updates and achievements of outcomes completed in Interplan. ▪ Performance monitored against internal and external Council survey results.
Additional Duties	<ul style="list-style-type: none"> ▪ Other duties as directed within the scope of the position.

SPECIAL CONDITIONS
<ul style="list-style-type: none"> ▪ A pre-employment medical including drug and alcohol testing is required prior to commencement. ▪ A satisfactory National Police Check will be required. Council will screen for serious offences or any other offences relating to fraud or dishonesty, or any offence that Council deems of a nature that is not appropriate for the role.

WORK HEALTH AND SAFETY ACCOUNTABILITIES
<p>All staff are required to observe the following WHS accountabilities:</p> <ol style="list-style-type: none"> 1. Ensure full compliance with Council's Safety Management Plan and associated Policies, Procedures and Instructions, specifically taking action on all points of the employee's responsibility; and 2. Ensure full compliance with responsibilities under the <i>WHS Act 2012</i>, the <i>WHS Regulations 2012</i> and other relevant legislation, in particular: <ul style="list-style-type: none"> • Take reasonable care for your own safety and that of others at their work. • Accept the responsibilities in the course of performing your work with regard to the use of safety devices and protective equipment. • Report safety hazards to minimise and control risk. • Report immediately any incident or injury which arises in the course of your work. • Ensure completion of induction, instruction and training prior to undertaking tasks. • Ensure that you are not affected by the consumption of alcohol or drugs so as not to endanger your own safety at work or the safety of any other person. • Ensure personal adherence to Council's WHS Policies, Guidelines, Procedures, Safe Operating Procedures and Safety Instructions.

CORPORATE ACCOUNTABILITIES
<p>All staff are required to observe the following corporate accountabilities:</p> <ol style="list-style-type: none"> 1. Compliance with all legislative requirements. 2. Understand and promote Council's Strategic Objectives and Core Values. 3. Adhere to Council's plans, policies, guidelines and procedures which include the Customer Service charter, WHS Standards, Information Management, Risk Management plan and matters outlined in the Employee Handbook and Enterprise Agreement.

COUNCIL VALUES

Our work and decisions are guided by our Values. Our values underpin our actions and dealings with each other and the Community we serve. As representatives of Waratah-Wynyard Council, together we deliver important services to our great Community, we are committed to deliver quality outcomes by creating a workplace culture where people enjoy their work, feel valued and are proud to work to serve our Community.

RESPECT - People are heard, valued and respected. We are fair and equitable in all our practices.

PRIDE - We take pride in the quality of our service and standard of work we deliver. We serve each other and our community with integrity

CONNECTION - People are at the heart of all we do. We are inclusive and build relationships that foster trust and belonging.

SUSTAINABILITY - The impact we have on people and our environment is important to us. We make integrated and sustainable choices.

LEARNING - We are a learning organisation. We embrace opportunities for continuous improvement and innovation.

ORGANISATIONAL RELATIONSHIPS

Reports to: Manager Tourism and Marketing

Direct Reports WOW Volunteers

Internal Liaisons: The WOW Tourism Officer is required to operate as an effective part of the Tourism and Marketing team and is expected to ensure professional and effective working relationships with the Executive Management Team, Senior Management Team and all staff throughout the organisation.

External Liaisons: The WOW Tourism Officer interacts with contractors and various representatives of the community and other Councils and industry partners on behalf of the organisation. High standards of professionalism and customer service are expected, and the incumbent must display a positive and constructive approach towards Council and its activities.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

The WOW Tourism Officer exercises powers and duties within the classification of the role and as defined by policy, budget allocation and specified individual and departmental performance plans. Where decisions exceed their delegation, the Officer will refer the matter to the Manager Tourism and Marketing.

PERSONAL ATTRIBUTES

- Strong commitment to customer service with a demonstrated capacity to project a positive public image through appropriate behaviour and positive attitude.
- Mature friendly and welcoming disposition.
- Proactively utilises initiative, innovation and a commitment to continuous improvement.
- Inclusive and effective communication skills and techniques with an ability to respectfully engage with and to communicate concepts to others.
- Strong collaborative skills which enable effective engagement within a high functioning cohesive team.
- Ability to exercise sound judgment and decision making amongst competing demands.

QUALIFICATIONS, KNOWLEDGE & EXPERIENCE

Formal Qualifications (ability to acquire if not already held)

- RSA Certificate
- First Aid Certificate.

Knowledge & Experience

- A passion for excellence in customer service.
- Demonstrated courteous disposition and helpful and friendly demeanour.
- Well-developed written and verbal communication and interpersonal skills.
- Ability to work and communicate as a team member and to exercise tact, discretion and sound judgement.
- Time management skills and the ability to develop, maintain own work program to meet deadlines.
- The ability to work under pressure with accuracy.
- Ability to effectively resolve problems and manage customer complaints.
- Experience with social media and willingness to use as part of your role.

SELECTION CRITERIA

Essential

1. Demonstrated high level customer service and/or retail skills and experience.
2. Experience in the tourism industry, or a demonstrated ability to transfer existing skills to the role.
3. Efficient administrative skills with a working knowledge of social media, Microsoft Office (WORD and EXCEL), and point of sale software (MYOB).
4. Ability to communicate effectively to a wide range of audiences.
5. Ability to be a strong team player with a positive attitude.
6. Availability to work on a rotating roster that may include some weekend work.

ACCEPTANCE OF POSITION

I agree to the current requirements of this Position Description.

Employee Name: _____

Employee Signature: _____ Date: _____

General Manager Approval: _____ Date: _____