



Position Description

Job Title:	Tourism and Administration Officer
Reporting To:	Executive Manager Finance and Support
Remuneration level:	Negotiable depending on experience.

Purpose of the position

The Tourism and Administration Officer is responsible for ensuring that visitors to Halls Creek Tourism Centre experience the highest standards of customer service and that the revenue of the Centre is maximised through sales. The position plans and manages the day-to-day operation of the centre, continually improves business systems and customer service, and takes a hands-on role in sales and providing information to customers. The position also contributes to the social media presence of the Shire in general and the continuous improvement of services across the organisation.

Responsibilities

Lead the Halls Creek Tourism Centre in operational efficiency to meet customer service standards and to continuously improve customer service.

Promote an increase in visitations, length of stay and visitor enjoyment of Halls Creek and surrounding region through effective tourism services and regional tourism promotion.

Ensure procedures and services are in place to respond to tourism enquiries via face to face, telephone, social media, website, and email.

Source and provide destination advice as well as access advice and interpret product information.

Organise and implement merchandise sales and commission-based sales for Halls Creek and Kimberley tourism products.

Handle and maintain accuracy in cash and credit card transactions for sales, process financial transactions including daily balance and prepare banking requirements as arranged in consultation with the Executive Manager Finance and Support

Develop and maintain a comprehensive register of tourist facilities and services in Halls Creek, the Kimberley region and beyond.

Promote the social media profile of the Shire of Halls Creek by proactively creating content and updating the Tourism and Corporate websites and the Shire's Facebook page.

Contribute to the continuous improvement of the Shire's services and processes through participation in improvement initiatives as agreed with the Executive Manager Corporate Services.

To ensure (in cooperation with the Records Manager) that all documents for which the Travel & Tourism Manager has responsibility are registered and managed in accordance with the Document Management Plan approved by the Chief Executive Officer.

To comply with Occupational Health and Safety legislation and promote safe work practices including ensuring all OSH documents such as risk assessments, incident reports, hazard registers etc. are completed as soon as practical and delivered to supervisor and/or HR coordinator immediately.

Relationships

Responsible to: Executive Manager Finance and Support

Supervision of: Junior Customer Service Officers

Extent of Authority

- Accountable to the Executive Manager Finance and Support for the satisfactory completion of all duties within the set time schedule; to the appropriate standard, and in a safe and efficient manner in accordance with the OH&S act, regulations and requirements and Council policies.
 - Is responsible for ensuring the quality of work performed by other staff and volunteers and that tasks are performed in an efficient, effective, and accountable manner.
 - Uses a high level of initiative and flexibility within the parameters of Council's policies and procedures.
 - Contributes to the development of the Shire's Strategic Plan and subsequent Plans.
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Specific Duties

Lead the Tourism Centre

- Ensure the efficient delivery tourism services to meet customer service standards.
- Lead the Tourism Centre in continuous business and customer service improvement.
- Provide high standards of customer service and ensure that all staff abide by those standards.
- Maximise revenue through face to face and on-line sales.
- Manage and price stock to agreed budget and inventory standards.
- Use flair and creativity to sell merchandise.
- Collect and collate visitor feedback to produce regular reports on visitor satisfaction.
- Produce regular reports on sales and information provided to customers.
- Oversee point of Sale transactions including cash, credit card and EFTPOS
- Reconcile and bank daily takings.
- Use computerised systems for stock, finance, human resources management and visitor statistics.
- Carry out regular audits of existing tourism product to ensure standards are maintained and accurately described in all marketing material.

- Ensure all Halls Creek Travel & Tourism staff complete required Occupational Health and Safety documents when appropriate.
- Payment of monies to suppliers in accordance with policies

Supervision of Staff:

- Support staff and promote effective teamwork.
- Train, supervise and motivate staff to be customer focused and effective in making sales and providing information.
- Work with staff to develop training needs and provide ongoing evaluation of staff.
- Develop and deliver induction training to staff.

Administration:

- Monitor and control expenditure and bring forward to the Shire opportunities to increase the profitability of the Tourism Centre.
- Create, collate, and interpret visitor surveys and statistics.
- Maximise sales and the provision of information through the Halls Creek tourism website and other associated social media.
- Promote the presence of the wider organisation on social media.
- Maintain communication with all tourist operators to ensure their patronage of the services of the Halls Creek Tourism.
- Develop marketing campaigns for local clients to experience external markets.
- Promote and maintain communication between Halls Creek Travel & Tourism and other Travel and Tourism Centres/Visitor Centres within the Kimberley and Pilbara region and selected Northern Territory centres and others as appropriate.

Other:

- As directed by the Chief Executive Officer and/or Executive Manager Finance and Support.
- Contribute to continuous improvement of services and processes across the wider organisation.

Person Specification

Skills

- The ability to be innovative and be self-motivated.
- Ability to identify opportunities for business and customer service improvement.
- Well developed coordination, planning and administration skills.
- Sales orientation with highly developed interpersonal / communication skills.
- Well-developed problem-solving skills.
- Adaptable to change.
- Ability to organise themselves efficiently and effectively and set priorities.
- Ability to lead and motivate others.
- Sound financial and business skills including the ability to prepare and manage budgets.
- Ability to formulate workflow and create work procedures.

Knowledge

- Sound knowledge of business administration and management practices
- Good working knowledge of information technology
- Knowledge of the tourism industry and travel agency requirements
- Good knowledge of modern office management practices with the ability to efficiently guide supervised staff and volunteers in their use.

- Local knowledge of the Kimberley area

Qualifications and/or Training

Desirable:

- A relevant qualification in tourism, marketing or a related field or an equivalent level of training and experience
- 'C' Class Drivers License

Selection Criteria

Essential:

- High level of coordination skills
- Ability to plan for short term and long term.
- Demonstrated business development, customer service, sales and/or marketing skills.
- Strong team building and time management skills.
- Previous experience in a sale and a customer service-oriented environment
- The ability and willingness to work hands on in a busy customer service environment.
- Cash handling skills
- Able to work weekends and according to a roster.
- Preparedness to undergo Police Checks as required by funding agreements.

Desirable:

- A relevant qualification in tourism, marketing, or a related field or an equivalent level of training and experience
- Team leader or management experience
- Demonstrated budget preparation and monitoring skills.
- Website maintenance and on-line sales experience
- Public relations and media skills

Signed.....
Employee

Date.....

Signed
Musa Mano
Acting Chief Executive Officer

Date.....