

*General Information for the Position of
Tourism Information Officer
Warren and Macquarie Marshes Visitor
Information Centre*

Further Information can be obtained from:

Susan Balogh, Economic Development and Visitation Manager
(02) 6847 6600

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SCHEDULE 1

ADVERTISEMENT FOR THE POSITION

Tourism Information Officer

POSITION VACANT

Tourism Information Officer, Warren and Macquarie Marshes Visitor Information Centre

Applications are invited for the position of Tourism Information Officer, Warren and Macquarie Marshes Visitor Information Centre, within the Warren Shire Council.

The successful applicant will be responsible for the provision of services to meet the tourism information needs of visitors and locals through the Warren and Macquarie Marshes Tourist Information Centre. The position will also focus on assisting with administrative support for a broad range of tourist products and services to residents and visitors. The successful applicant will be experienced in general office duties, have outstanding customer service skills, be competent in the use of computers and digital media have a Class C motor vehicle licence. The successful applicant will be subject to a pre-employment medical assessment prior to confirmation of employment.

Employment Conditions

Conditions of employment are in accordance with the Local Government (State) Award, and Council's Salary System within Operational Band 2, Level 1, with the current salary range between \$1190.10 to \$1380.52 depending on knowledge and experience. Superannuation 12%.

The position will be required to staff the Warren and Macquarie Marshes Visitors Information Centre Monday to Friday (8.30am to 5pm with a one hour lunch break) and also to provide occasional relief support during the weekends and on public holidays during Visitor Centre operating hours, negotiated with the successful applicant.

All candidates with an interest in Tourism, Marketing, Communications and Digital Media are encouraged to apply.

Applications

An Information Package must be obtained by attending the Administration Centre, 115 Dubbo Street, Warren or by visiting Council website www.warren.nsw.gov.au.

All applications should be addressed to the General Manager and include your Resume and the completed 'Employment Application Form' from the Information Package, along with two (2) recent work related references/referees.

Applications can be lodged:

- Via mail – P.O. Box 6, Warren, NSW, 2824
- In person – 115 Dubbo Street, Warren, NSW, 2824
- Via email – hr@warren.nsw.gov.au

For enquiries contact Susan Balogh, Economic Development and Visitation Manager on (02) 6847 6665.

SCHEDULE 2

POSITION DESCRIPTION

Tourism Information Officer

Position Description

Tourism Information Officer

Department	Economic Development and Visitation Office
Location	Warren
Classification/Grade/Band	Band 2 Level 1
Immediate Supervisor	Economic Development and Visitation Manager
Responsible Officer	General Manager
Date position description approved	July, 2023

Council Overview

Warren Shire Council is a multipurpose organisation that provides services in the areas of roads, water, sewerage, waste management and recreational facilities. Our vision is to encourage community growth and development for present and future generations.

Council Values

Commitment to Council's values of safety, harmony, integrity, respect, and engagement is essential to assist in delivering our vision to the community.

Primary Purpose of the Position

To support the development and enhancement of tourism in the Shire as part of Council's economic development strategy. The Tourism Information Officer will support the efficient and effective operation of the Warren and Macquarie Marshes Visitors Information Centre including the provision of comprehensive information to visitors, stakeholders, tourism operators, businesses and volunteers.

Physical Demands

The position holder is required to be physically fit as they are likely to be exposed to a range of indoor activities including prolonged standing, sitting, close eye work; dealing with the public; meeting deadlines.

Key Accountabilities

Within the area of responsibility, this role is required to:-

- Assist the Economic Development and Visitation Manager to achieve the objectives and activities of the tourism and economic development function;
- Assist in the operation of Council's Visitor Information Centre in Warren and enhance the visitor experience through the effective promotion of the region to visitors;
- Ensure that the visitor experience is informative, engaging and interactive.
- Ensure visitors are more aware of the leisure opportunities in the region through effective marketing and storytelling;
- Ensure courteous, accurate and professional customer service and assistance is provided to the public (including Visitor Information Centre patrons and volunteers);
- Encourage visitors to view the tourism displays , audio visuals and encourage the sale of souvenirs, arts and crafts, maps, resources and items of local product.
- Carry out administrative duties as required, including dealing with correspondence relating to tourism enquiries, the updating of informational material , maps etc on display at the Visitor Information Centre;
- Collection and collation of accurate visitor statistical data;
- Receipt and reconcile all payments received for goods and services, including monies received in person, over the telephone or through the mail, including use of EFTPOS facilities;
- Ensure the appropriate completion of Visitor Information Centre start and end of the day duties including opening and closing routines;
- Assist in the development and preparation of informational and promotional material highlighting tourism assets, products and services in the Shire for newsletters, website, flyers, brochures, advertisements, social media and other publications;
- Ensure brochures and informational material are replenished on an as needed basis, and merchandise and displays are easily accessible and visually appealing;
- Assist in the maintenance and distribution of up to date data bases, information and data of events, Tourist accommodation and services, tourism operators, mailing lists, reference materials and statistics;
- Provide assistance with activities or events that relate to tourism and economic development position objectives;
- Assist the Economic Development and Visitation Manager with the Community Grants Program;
- Participate in and promote a positive public image of the Council.
- Promote the Council as a caring service provider.
- Provide administrative and operational support to the Economic Development and Visitation office and the public, as directed by the Economic Development and Visitation Manager.
- Ensure all Council WH&S policies and procedures are adhered to at all times; and
- In accordance with Clause 9(ii) of the Local Government State Award, the employer may direct the employee to carry out such duties that are within the limits of the employee's skill, competence and training.

Key Challenges

Within the area of responsibility, the key challenges of this role are identified as:

- Establishing rapport with key stakeholders to build and promote the positive image of Council and Warren Shire;
- Keeping up to date with tourism and economic development information including travelling conditions (roads, weather), tourism operators, local businesses and service providers in order to provide the most up to date and comprehensive information to Visitor Information Centre patrons and stakeholders;
- Assisting the Economic Development and Visitation Manager with the operation of the Warren Shire Visitor Information Centre to progress towards accreditation;
- Supporting the Economic Development and Visitation Manager in the development of Tourism within Warren Shire;
- Work collaborative with adjacent regional partners to realise co-benefits of any initiatives and networks;
- Assist to support, develop and enhance events within the Warren Shire; and
- Assist to market, promote and maximise exposure of Warren Shire.

Key Corporate Responsibilities

Work Health & Safety

All employees are responsible for WHS at Warren Shire Council and their duties include:

- Working in a safe manner without risk to themselves, others, Council's equipment or the environment;
- Reporting all WHS hazards and incidents to their supervisor;
- Reporting all injuries and illnesses to their supervisor and the Work Health Safety/Risk Officer within 24 hours;
- Providing suggestion, through agreed consultation method, on how to improve WHS issues;
- Seeking assistance if unsure of WHS procedures;
- Reporting any faulty equipment or plant to their supervisor;
- Participate in WHS consultation arrangements in your workplace;
- Complying with any Return to Work Plan if injured;
- Correctly using all personal protective equipment; and
- Complying with emergency and evacuation procedures

Customer Service

Project and promote a positive and efficient image of Council through maintaining professional standards and presentation. Take a pro-active approach to providing excellent customer service to both internal and external customers.

Council's Policies and Procedures

Comply with all Council Policies and Procedures which are relevant to the position. Identify where these are out-of-date and where improvement is needed.

Equal Employment Opportunity

Comply with the requirements of the Anti-Discrimination legislation and Council's related Policies and Procedures. Take appropriate action to ensure a harassment free workplace.

Ethical Conduct

Comply with the requirements of Council's Code of Conduct.

Key Internal Relationships

Who	Why
Economic Development and Visitation Manager	• Respond to requests • Report on outcomes
All Management and Other Staff	• Day to day communications regarding the operations of the Visitors Information Centre.

Key External Relationships

Who	Why
Tourists/Travellers	• Dissemination of tourism information in collaboration with Council's Economic Development and Visitation Manager • Respond to enquiries • Provide full service assistance to visitors such as assisting finding accommodation (local or regional), checking on opening hours of attractions, road condition information etc.
General Public/Customers	• Providing customer service in person, over the phone, through emails and via website enquiries
Other VICs	• Dissemination of information in collaboration with Council's Economic Development and Visitation Manager

Delegations of Authority

Delegations for this position shall be issued by the General Manager.

Essential Requirements

Sound computer literacy and ability to use MS Word, Outlook and graphic design software;
Excellent computer and internet research skills;
Well developed interpersonal and digital communication skills including social media and digital marketing;
Well developed customer service and engagement skills including excellent phone manner ;
Current C Class Drivers Licence;
Availability on the weekends and public holidays to provide relief, if required.
Proven ability to work unsupervised.
Demonstrated understanding of the needs of visitors and and willingness to go the 'extra mile' to assist.

Desirable Requirements

Knowledge of the local tourism, product, services, infrastructure;
Basic understanding of administrative, financial and retail sales.

Capabilities for the Role

The Local Government Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in local government: “how we do things around here”. It builds on organisational values and creates a common sense of purpose for elected members and all levels of the workforce. The Local Government Capability Framework is available at:-

https://capability.lgnsw.org.au/local_government_capability_framework.pdf

Below is the full list of capabilities and the level required for this position. The capabilities in bold are the focus capabilities for this position.

Local Government Capability Framework		
Capability Group	Capability Name	Level
	Manage Self	Intermediate
	Display Resilience and Adaptability	Adept
	Act with Integrity	Intermediate
	Demonstrate Accountability	Adept
	Communicate and Engage	Intermediate
	Community and Customer Focus	Adept
	Work Collaboratively	Intermediate
	Influence and Negotiate	Intermediate
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Create and Innovate	Intermediate
	Deliver Results	Intermediate
	Finance	Intermediate
	Assets and Tools	Intermediate
	Technology and Information	Adept
	Procurement and Contracts	Intermediate

Focus Capabilities

The focus capabilities for the position are those judged to be most important at the time of recruiting to the position. That is, the ones that must be met at least at an intermediate level for a candidate to be suitable for appointment.

Local Government Capability Framework		
Group and Capability	Level	Behavioural Indicators
Personal Attributes Manage Self	Intermediate	☐ Understands what needs to be done and steps up to it ☐ Pursues own and team goals with drive and commitment ☐ Shows awareness of own strengths and weaknesses ☐ Asks for feedback from colleagues and stakeholders ☐ Makes the most of opportunities to learn and apply new skills
Personal Attributes Act with Integrity	Intermediate	☐ Maintains confidentiality of customer and organisational information ☐ Is open, honest and consistent in words and behaviour ☐ Takes steps to clarify ethical issues and seeks advice when unsure what to do ☐ Helps others to understand their obligations to follow the code of conduct, legislation and policies ☐ Recognises and reports inappropriate behaviour, misconduct and perceived conflicts of interest
Relationships Community and Customer Focus	Adept	☐ Demonstrates a sound understanding of the interests and needs of customers and the community ☐ Takes responsibility for delivering quality customer-focused services ☐ Listens to customer and community needs and ensures responsiveness ☐ Builds relationships with customers and identifies improvements to services ☐ Finds opportunities to work with internal and external stakeholders to implement improvements to customer services

Local Government Capability Framework		
Group and Capability	Level	Behavioural Indicators
Relationships Work Collaboratively	Intermediate	☐ Encourages an inclusive, supportive and co-operative team environment ☐ Shares information and learning within and across teams ☐ Works well with other team on shared problems and initiatives ☐ Looks out for the wellbeing of team members and other colleagues ☐ Encourages input from people with different experiences, perspectives and beliefs ☐ Shows sensitivity to others' workloads and challenges when asking for input and contributions
Results Plan and Prioritise	Intermediate	☐ Participates constructively in unit planning and goal setting ☐ Helps plan and allocate work tasks in line with team/project objectives ☐ Checks projects against schedules ☐ Identifies and escalates issues impacting on ability to meet schedules ☐ Provides feedback to inform future planning and work schedules
Results Think and Solve Problems	Intermediate	☐ Gathers and investigates information from a variety of sources ☐ Questions basic inconsistencies or gaps in information and raises to appropriate level ☐ Asks questions to get to the heart of the issue and define the problem clearly ☐ Analyses numerical data and other information and draws conclusions based on evidence ☐ Works with others to assess options and identify appropriate solutions
Resources Technology and Information	Adept	☐ Selects appropriate technologies for projects and tasks ☐ Identifies ways to leverage the value of technology to achieve outcomes ☐ Ensures team understands their obligations to use technology properly ☐ Ensures team understands obligations to comply with records, information and knowledge management requirements

ACKNOWLEDGEMENT

I have read and understood the contents of this position description and agree that they accurately reflect the requirements and responsibilities of this position.

Employee's Name: _____

Signature: _____

Date: _____

Supervisor: _____

Signature: _____

Date: _____

WARREN SHIRE COUNCIL

Competencies and Skills

Job Title: **Tourism Information Officer**
Band: 2
Level: 1

<u>Grade 1</u>	
Current C Class Drivers Licence	☐
Proven literacy/grammatical skills/numeracy skills	☐
Basic record keeping	☐
Ability to communicate with the public	
Able to produce satisfactory correspondence using Word for Windows	☐
Able to complete basic daily opening and closing procedures including recording and reconciling daily cash receipting	☐
Advanced research skills both manual and online	☐
Understanding of WH&S requirements	☐
Knowledge of the local tourism product, services and infrastructure	☐
Knowledge of the local businesses, services and amenities within Warren Shire	☐
Ability to utilise the internet to research information	☐
Basic understanding of administration, financial and retail sales processes	☐
Ability to work to predetermined deadlines	☐
Ability to liaise with representatives from other Visitor Information Centres to obtain relevant tourism information	☐
Ability to operate general office equipment including computers, photocopiers and Eftpos machines	☐
Ability to develop IT skills in word processing and publication software	☐
Ability to develop skills in utilizing social media and digital	☐
<u>Grade 2</u>	
Ability to work autonomously with little supervision	☐
Ability to prepare marketing brochures and informational booklets using appropriate software under direction of Economic Development and Visitation Manager	☐
Ability to liaise with officers from other Visitors Information Centres to obtain necessary information	☐
Proficient in undertaking stock take and ordering of merchandise and informational material	☐
Basic understanding of spreadsheets	☐
Ability to maintain an Information and Statistical database	☐
Knowledge & understanding of Council's Policy and Procedures	☐

Ability to assist in the preparation of reports and documentation	☐
Ensure compliance with Council's record management system	☐
Seeks approval from Supervisor to purchase stationery, booklets, merchandise and tourism related items	☐
Maintain, update and prepare reports on daily statistical collection relating to visitation and information requests	☐
<u>Grade 3</u>	
Ability to prepare basic correspondence in response to tourism related enquiries, as directed	☐
Comprehensive working knowledge of Office related software including Word processing, database, spreadsheets and publication/design	☐
Maintain & update position procedural manual	☐
Ability to undertake and balance stores stock take and report thereon	☐
Contribute to improvement in work methods and procedures	☐
<u>Grade 4</u>	
Ability to participate in activities associated with the Management of Workplace Health and Safety	☐
Thorough working knowledge of Council's filing system	☐
Ensuring that accounting transactions and records are in accordance with Council's Policies and Procedures	☐
Ability to design and prepare basic marketing flyers and booklets	☐
Ability to correctly allocate inward correspondence to relevant file	☐
Completion of Certificate III in Accounting/Financial Services/Bookkeeping (or other agreed relevant Certificate)	☐
Ability to produce/create basic reports in Access	☐
<u>Grade 5</u>	
Completion of Certificate III in Tourism or related discipline	☐
Comprehensive knowledge of tourism programs and current trends	☐
Ability to use online booking and ticketing systems	☐
Advanced desktop publishing and graphic design skills to produce high level marketing and informational material	☐
Advanced knowledge of database and statistical information software	☐
Ability to satisfactorily relieve in other work areas, if required	☐
Ability to relieve Economic Development and Visitation Manager	☐

SCHEDULE 3

EMPLOYMENT APPLICATION FORM

(Return this section with your Resume)

Tourism Information Officer

Employment Application Form

Privacy Statement:

As part of the recruitment process Warren Shire Council will be collecting information about you. This information is private information for the Privacy and Personal Information Protection Act. This information will be included in the recruitment file and accessed by Council Human Resources staff and members of the Recruitment Selection Panel. Applicants may request their information be returned to them at the conclusion of the recruitment process.

Personal Details * Required Fields

First Name*	Last Name*
E-mail*	
Phone*	Mobile
Street Address*	Postal Address*
City, Town, Suburb*	Postcode*
Country*	State*

Questions

1. Please indicate your eligibility to work in Australia * a. Australian/New Zealand Citizen b. Permanent Resident c. Current Visa including Visa Class and duration (expiry date) d. None of the above
2. If you answered Current Visa or None of the above, please provide details of your eligibility to work in Australia including Visa date or issue and any Visa restrictions
3. Have you read and understood the position description and the requirements for the position that you are applying for? * a. Yes b. No
4. Have you ever previously been employed by Warren Shire Council? * a. Yes b. No

5. If you answered Yes to the above question, please provide details of your employment (dates of employment and job/position title) *
6. Please explain your motivation for applying for this position and why you believe you are a suitable candidate*
7. Do you have any trade certificates, university or TAFE certificates or other (traffic control, etc.)? * a. Yes b. No
8. If you answered Yes to the question above, please outline your qualifications and your experience in relation to this position within Local Government* Attach certified copies of all relevant documentation to this application*
9. What Class of motor vehicle driving licence do you hold? * a. None b. Class C c. Class LR d. Class MR e. Class HR f. Class HC g. Class MC h. Other (please explain) State of Issue: Expiry Date:

10. What is your local area knowledge for attractions, businesses and services? *
11. Have you had experience working in a customer service environment? * a. Yes b. No
12. If you answered Yes to the above question, please detail your experience including examples*
13. Data recording, internet research and skills in providing detailed information are essential in this role. Provide actual examples of your experience of these skills*
14. Equal Employment Opportunity - Please note that providing this information is voluntary, any information you provide will remain confidential and will only be used for the gathering of statistical data. Are you Male or Female? a. Male b. Female
15. Do you identify as Aboriginal or Torres Strait Islander? a. Yes b. No
16. Is English the primary language spoken at home? a. Yes b. No

17. Do you have a disability?

- a. Yes
- b. No

18. If you answered Yes to the question above, please state what support or assistance you may require in order to help through the recruitment process.

19. Have you ever been a serving full-time member of the Australian Defence Force, or a reservist on continuous full-time service?

- a. Yes
- b. No