

Diamantina Shire Council

POSITION DESCRIPTION



SUSTAINABLY DEVELOPING THE OUTBACK

1.0 TITLE:	Tourism Coordinator
2.0 AWARD:	Queensland Local Government Industry (Stream A) Award - State 2017
3.0 SECTION:	Administration
4.0 CLASSIFICATION:	Level 5
5.0 BRANCH:	Tourism & Visitor Services
6.0 DIRECTORATE:	Community & Economic Development
7.0 LOCATION:	Birdsville

8.0 POSITION SUMMARY

The Tourism Coordinator is responsible for leading a team that delivers exceptional visitor services and fosters positive interactions between visitors and the local community.

This role plays a crucial part in enhancing the overall visitor experience by ensuring high-quality service delivery, efficient operational management, and continuous improvement in service standards.

The Tourism Coordinator also collaborates with local businesses and organisations to create partnerships that further enhance the visitor experience.

This role focuses on operational excellence and directly impacts our reputation as a welcoming and visitor-friendly destination.

9.0 COUNCIL'S VALUES:

Innovation & Continuous Improvement: Council and staff seek to overcome challenges and take advantage of opportunities through a commitment to innovation. Through innovative thinking and constant review of our practices and approach, we are continually improving our performance and service delivery.

Teamwork: We recognise the importance of maintaining a creative and responsive work environment in which the community, councillors, management, and staff work constructively together in a spirit of teamwork, trust, and loyalty.

Quality: Council is committed to ensuring quality output by providing the organisation with resources that facilitate excellence in performance, commitment, and service delivery.

Accountability: Council has a responsibility to the residents and ratepayers of the Shire to be inclusive and responsive to their views and needs and to communicate effectively.

10.0 REQUIREMENTS OF THE POSITION

a) Skills/Capabilities

- Strong communication, interpersonal, and leadership skills to foster teamwork and positive community interactions.
- Excellent organisational and time-management skills to oversee day-to-day operations efficiently.

- Commitment to continuous improvement and innovative thinking to enhance visitor services.
- Knowledge of quality assurance principles and the ability to monitor and improve visitor satisfaction.
- Ability to build and maintain partnerships with local businesses and organisations.
- Proficiency in using relevant software and tools for operational management and reporting.
- Flexibility to work weekends and holidays as required in the tourism industry.

b) Experience and/or qualifications

- Education: A minimum Certificate 4 in Tourism, Customer Service or a related field is preferred.
- Experience: Proven experience in tourism or customer service management, with a minimum of 5 years in a supervisory or leadership role.

11.0 KEY DUTIES / RESPONSIBILITIES

a) Operational

- **Team Leadership:**
 - Provide Leadership and Guidance: Foster a collaborative and responsive work environment within the team, promoting teamwork, trust, and loyalty among team members. Encourage ongoing training and development to ensure the team stays updated with innovative approaches, reflecting our commitment to continuous improvement. Conduct regular performance evaluations to ensure effective communication and accountability within the team.
- **Visitor Services:**
 - Exceptional Visitor Assistance: Deliver exceptional visitor assistance, emphasising the importance of high-quality services to visitors as part of our commitment to excellence in service delivery. Set and maintain high service standards to ensure quality output.
- **Operational Management:**
 - Oversee Day-to-Day Operations: Continuously review and improve day-to-day operations, reflecting our commitment to innovation and continuous improvement. Efficiently manage staff schedules to promote teamwork and coordination among team members.
- **Community Engagement:**
 - Positive Community Interactions: Foster positive interactions between visitors and the local community, working constructively with the community, local businesses, and residents to enhance the overall visitor experience. Collaborate with local businesses and organisations to create partnerships that enhance service delivery and reflect our commitment to innovation and improvement.
- **Quality Assurance:**
 - Visitor Satisfaction: Monitor visitor satisfaction and gather feedback to continuously improve the visitor experience, emphasising our commitment to quality service delivery. Promote a culture of excellence in service delivery to ensure that all team members understand the significance of quality output and commitment to excellence.
- **Health and Safety:**
 - Ensure the safety and well-being of visitors and team members by adhering to all relevant health and safety regulations and implementing necessary precautions.
- **Budget Management:**
 - Contribute to budget planning, allocation, and monitoring to ensure efficient resource utilisation for visitor services.
- **Promotion and Marketing:**
 - Collaborate on marketing and promotion efforts, contributing to the enhancement of the region's image as a tourist destination.
- **Training and Development:**
 - Assess and address training needs for the team, ensuring that staff members are equipped with the necessary skills and knowledge.

- **Reporting and Documentation:**
 - Maintain accurate records, report on key performance indicators, and document visitor feedback and incidents.
- **Stakeholder Engagement:**
 - Engage with various stakeholders, such as government agencies, local organisations, or tourism associations, to foster positive relationships and achieve shared goals.
- **Sustainability and Environmental Initiatives:**
 - Implement and promote sustainable tourism practices in alignment with community priorities.
- **Technology and Innovation:**
 - Utilise technology tools and systems for visitor services, data collection, and operational management.
- **Professional Development:**
 - Pursue opportunities for professional growth and stay updated on industry trends and best practices.

b) Workplace Health and Safety

- Undertake the responsibilities relevant to the position as specified in Schedule 1 – WH&S Obligation and Responsibility Statement as amended from time to time.

c) Quality Management

- Ensure obligations and responsibilities are met within Council's quality management framework.

d) Risk Management

- Comply with Council's Risk Management Policy and Framework
- Perform duties in a manner which is within an acceptable level of risk, as determined by Council's Risk Management Framework
- Undertake and participate in risk management training as required

Note: An employee may be directed to carry out such duties as are within the limits of the employee's skill, competence and training. All employees have a legal obligation and are required to observe Council policies and procedures in relation to Code of Conduct, Confidentiality, Anti-Discrimination, Equal Employment Opportunity; Workplace Health & Safety; Employee Welfare; the Environment and Service Delivery Standards. Employees must also fulfil all recordkeeping responsibilities in accordance with relevant Information Standards and associated guidelines.

Note: As part of any recruitment for this position, Council may require the applicant to undertake a Criminal Records Check, Working with Children Check, Physical fitness/medical test, drug or alcohol test, relevant skill test, personality profile and/or psychometric testing prior to appointment. It is a condition of employment with DSC that all applicants agree to this requirement before appointment. Some positions require incumbent to undergo mandatory immunisation or provide medical documentary evidence of suitable immunisation as the work environment may involve exposure to areas identified as "at risk" work areas.

12.0 KEY PERFORMANCE INDICATORS (KPIs):

- **Visitor Satisfaction:** Measure visitor satisfaction through feedback and surveys, striving for high ratings in visitor experience.
- **Team Performance:** Assess the effectiveness and satisfaction of the Tourism Officers.
- **Operational Efficiency:** Monitor the smooth operation of the Visitor Information Centre and identify areas for improvement.
- **Community Interaction Impact:** Evaluate the success of initiatives in fostering positive community interactions.
- **Quality of Service:** Ensure that all team members understand and adhere to high service standards, promoting a culture of excellence in service delivery.
- **Partnership Development:** Measure the success of developing partnerships with local businesses and organisations to enhance visitor services and the overall visitor experience.

- **Staff Development:** Assess the progress and effectiveness of staff training and development initiatives, ensuring that team members are equipped with the necessary skills and knowledge.
- **Safety Compliance:** Monitor compliance with relevant health and safety regulations to ensure the safety and well-being of visitors and team members.
- **Budget Adherence:** Measure how well the position adheres to the allocated budget for visitor services and the efficiency of resource utilisation.
- **Sustainability Initiatives:** Assess the implementation and impact of sustainable tourism practices in alignment with community priorities.

13.0 PHYSICAL DEMAND CATEGORY

SEDENTARY WORK									
Light Duty	Frequent lifting / carrying of objects weighing up to 5kgs.					<input type="checkbox"/>			
Work	Frequent lifting / carrying of objects weighing up to 10kgs.					<input checked="" type="checkbox"/>			
Heavy Work	Frequent lifting / carrying of objects not exceeding 25kgs					<input type="checkbox"/>			
WORK ENVIRONMENT									
ATTRIBUTE			MANOEUVRE	FREQUENT	OCCASIONAL	NONE			
Chemicals	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	Bending	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
Cold	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	Squatting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
Dampness	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	Climbing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
Fumes/gases	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	Twisting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
Heat / Humidity	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	Reaching	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
Heights	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	PLANT OPERATION						
Noises	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	Maximum seat rating of 120kgs						
SPECIFIC ACTIONS REQUIRED				AUDIO – VISUAL DEMANDS		REPETITIVE MOTIONS			
This job may include:									
Standing/Walking		Sitting		Driving		Hearing	<input type="checkbox"/>	Foot Movement	<input type="checkbox"/>
<input type="checkbox"/>	None	<input type="checkbox"/>	None	<input type="checkbox"/>	None	Depth Perception	<input type="checkbox"/>	Fine Manipulation	<input type="checkbox"/>
<input type="checkbox"/>	Occasional	<input type="checkbox"/>	Occasional	<input type="checkbox"/>	Occasional	Colour Discrimination	<input type="checkbox"/>	Pushing/Pulling	<input type="checkbox"/>
<input type="checkbox"/>	1-4 hrs	<input type="checkbox"/>	1-4 hrs	<input type="checkbox"/>	1-4 hrs	Peripheral Vision	<input type="checkbox"/>	Finger Dexterity	<input type="checkbox"/>
<input checked="" type="checkbox"/>	4-6 hrs	<input checked="" type="checkbox"/>	4-6 hrs	<input type="checkbox"/>	4-6 hrs			Simple Grasping	<input type="checkbox"/>
<input type="checkbox"/>	6-8 hrs	<input type="checkbox"/>	6-8 hrs	<input type="checkbox"/>	6-8 hrs				

I declare that I am physically capable of undertaking the duties as outlined in this position description.

Signed:

Date: / /

Print name:

14.0 PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Qualification	Pathway	Pathway Professional Development

15.0 ORGANISATIONAL RELATIONSHIPS / ACCOUNTABILITY

Reports to: Reports to Tourism Manager

Internal Liaisons: All Council Departments

External Liaisons: State and Local Government authorities as appropriate, suppliers and contractors, Councillors, community members/groups, and members of the public.

16.0 EXTENT OF AUTHORITY

As per Council's Delegation Register

17.0 APPROVALS

Reviewed by: Patrice Brandenburg
Interim Tourism Manager

Approved by: Jason Beaton
Chief Operating Officer

Signed: Date: / /

I have read and understood this Position Description and accept the objectives and responsibilities of this position.

Signed: Date: / /

Print name: