

POSITION DESCRIPTION		
Position Title: Tourism Assistant	Classification: Band 1 Level 2 Grade 5	Position Number: BHCC-VIC-03
Group/Area: Corporate & Cultural Services	Reports to: Visitor Services Coordinator	Hours per week: 35
<p>Our Organisation:</p> <p>Vision: Broken Hill is a vibrant, prosperous and culturally rich Heritage City shared with visitors from around the world.</p> <p>Mission: Council provides responsive community leadership to enhance community living and facilitate a prosperous economy</p> <p>Our Values: Accountability, Pride, Perseverance, Courage & Honesty, Teamwork</p>		
<p>Position Objective:</p> <p>The Culture and Heritage team unites Council with other stakeholders to deliver broad prospects for economic and cultural participation.</p> <p>The team plays a pivotal role in ensuring Council's a leading partner with our community to achieve our cities vision of being a living museum, known among the world's heritage cities, persistently on the forefront of remote community revival and resiliently transforming its economy to deliver diverse and equitable wealth.</p> <p>This position is responsible for providing exceptional visitor servicing to inform, inspire and influence visitors to maximise their travel experiences and contribute to a growing visitor economy in close partnership with local and regional stakeholders.</p>		
<p>Key Stakeholders:</p> <ul style="list-style-type: none"> • General Manager • Executive Leadership Team • Senior Leaders • Other Council Departments and employees • Local businesses, associations, groups • Community members and visitors 		
<p>Special requirements:</p> <ul style="list-style-type: none"> • Must be available to work weekends, public holidays and school holidays • Hours to be rostered over a 7 day period (Monday – Sunday) • May be required to work outside of normal hours and attend out-of-town promotions which may require overnight or extended stays • Capacity to work across multiple sites if required 		
<p>Reporting Lines:</p> <ul style="list-style-type: none"> • This position reports to the Visitor Services Coordinator • This position has no direct reports 		

Accountabilities

You will use your professional skills and experience to:

- Provide assistance and information to internal and external stakeholders, face to face and by telephone, email, , social media channels and websites
- Specifically provide customer service and administration support by:
 - Actioning sales and upsale of products/ services to provide solutions to customers
 - Providing service solutions including suggested itineraries, undertake bookings, research, famils, process event and accommodation bookings
 - Liaising with:
 - suppliers to understand products on offer, availability, deals, commission and negotiating rates where required, adhering to budget targets
 - Local and regional tourism industry to understand their products and services
 - a range of customers to assist with meeting their tourism needs
 - General typing and preparation of correspondence
 - Incoming and outgoing mail distribution (including email and other enquiries received via digital channels), as required
- Undertake stock management, by:
 - Purchasing souvenir products in accordance with point of sale procedures
 - Selecting and positioning appropriate merchandise/stock for retail sale adhering to Council's branding guidelines and supplier policies i.e. Source Local
 - Organise purchase orders, payment of invoices and reconciliation of expenses
 - Monitor, analyse and/or report on sales volumes, categories and or products as required
 - Update point of sale system with new/deleted products
 - Assist with designing brochures
 - Maintenance of display areas by ensuring enough stock, updated road reports, adequate literature and publications
- Assist with promotions, events and projects by:
 - Maintaining databases, websites and fact sheets
 - Create and schedule social media posts according to the Social Media Strategy
 - Distributing regular industry communications including newsletters, email drops,
 - Assisting with:
 - ticketing and promotion of events
 - organising or attending conferences, promotions, familiarisations
 - Hosting special groups and tourism/travel professionals
- Attend training to further industry knowledge and stay current as required
- Ensure all allocated duties are completed in an effective and professional manner within timeframe specified
- Undertake other duties within employee's skills, competency and training as required

You will contribute to a customer focused approach to service delivery by:

(N.B. Customers include both internal and external customers, including but not limited to ratepayers, residents, co-workers, councillors, external agencies, suppliers etc.)

- Understanding the overarching outcomes provided by Council through service delivery and infrastructure provision to the quality of life for residents and visitors to our City and having an ability to promote these outcomes
- Listening to customers and understanding that customer experiences are multi-faceted and consideration is given to customer view point and sensitivities surrounding particular decisions and interactions
- Recognise that customers' perceptions are their reality. Create processes to catalogue your customers' reactions and act on this intelligence by aligning your operational practices wherever possible to positively impact on your customers' perceptions
- Ensure that value is delivered to customers through a commitment to mutual cooperation among employees from different functions and departments
- Responding to and resolve Customer Requests and enquires in a timely and customer focused manner
- Ensuring that communication with customers is open, timely and transparent
- Being recognised for having a professional attitude towards customers

- Having an ability to manage difficult situations and conflicts – calmly and professionally

You will contribute to an effective organisation by:

- Monitoring the external environment to identify potential risks, threats and opportunities related to your department , and ensuring these are considered in decision-making
- Support business excellence and continuous improvement practices

You will assist Council in achieving a financially sustainable future by:

- Contributing to a whole of Council approach to resource usage and allocation
- Maintaining a 'value for money' attitude, through efficient and effective use of resources
- Making recommendations for innovative improvements in your work area that enhance outcomes for the community and reduce corporate services costs

You will assist Council to meet Records Information management:

- Understand and implement compliant records management in line with the State Records Act and BHCC Record Management Policy.

You will adopt a team work approach by:

- Performing an active role within the team to achieve the objectives of that function
- Engage in regular communication and co-operation with fellow team members
- Understanding that all staff at Council are one team working towards a shared purpose, and applying a 'whole of organisation' approach to every aspect of your work
- Embracing and promoting the values of the organisation
- Setting an example for other employees regardless of reporting lines
- Committing to self awareness and improving professional effectiveness
- Understanding corporate risks that apply to your activities
- Conduct other duties as required to support the Culture and Heritage team

You will ensure a safe and equitable workplace environment by:

- Acting in accordance with the NSW WHS Act 2011, WHS regulations and Council's WHS Framework
- Implementing, monitoring and complying with Council's WHS Framework, including, but not limited to WHS Policies, Standard Operating Procedures, Risk Assessments/Work Instructions and associated tools in the work area
- Adequately familiarising yourself with your WHS responsibilities and actively fulfilling these
- Ensuring Council's equal opportunity employment practices reflect the highest standards of ethics, and EEO plans are developed and implemented accordingly

Other duties

In accordance with the Broken Hill City Council Award, Broken Hill City Council is committed to improving the skill levels of its employees and removing any impediments to multi-skilling. This position has therefore been designed to ensure the incumbent of the position (the employee) has a broad and diverse range of accountabilities and duties to perform.

The responsibilities and tasks listed in this position description are indicative only; Broken Hill City Council may direct the employee to carry out such duties that are within the limits of the employee's skill, competence and training.

Employees shall have reasonable and equitable access to education and training. Such education and training shall enable employees to acquire the range of skills they are required to apply in their positions.

Person and Position Specification

Essential

- Current NSW Class C Drivers Licence
- Certificate III in Tourism or similar and/or equivalent experience
- Demonstrated recent relevant work experience in the tourism industry
- Demonstrated commitment to a customer service culture and delivery of quality service
- Demonstrated high level of competency in written, interpersonal and verbal communication skills
- Demonstrated administrative skills
- High level of computer literacy including experience and working knowledge in MS Outlook, MS Excel and MS Word

Desirable

- Defensive driving skills certificate and experience
- Demonstrated working knowledge of image editing software
- Demonstrated working knowledge of social media platforms
- Demonstrated working knowledge of website administration and content creation
- Knowledge of Broken Hill and Far West NSW's history and attractions
- Understanding of the Australian Business Excellence philosophy and commitment to continuous improvement

Acceptance of Position Description**Approved:** General Manager**Signature:**

Date: 11/11/2024

I have read and understand the content of the Position Description and undertake to meet the duties and responsibilities of this position.

Accepted: Employee Name**Signature:****Date:**