



## DENMARK VISITOR CENTRE

### POSITION DESCRIPTION

|                        |                            |                    |                                      |
|------------------------|----------------------------|--------------------|--------------------------------------|
| <b>Position Title:</b> | Visitor Centre Coordinator | <b>Incumbent:</b>  | Nil                                  |
| <b>Reports To:</b>     | CEO                        | <b>Supervises:</b> | Visitor Centre Officers & Volunteers |
| <b>Location:</b>       | Denmark WA                 | <b>Hours:</b>      | 38 hours                             |

#### 1. POSITION OBJECTIVES:

- To promote the Shire of Denmark as a tourist destination
- To provide daily services and functions at the Denmark Visitor Centre
- To ensure all dealings with visitors are completed in an efficient, effective and professional manner.

#### 2. KEY DUTIES/RESPONSIBILITIES

##### **Administration**

- Manage the day-to-day operation of the Visitor Centre.
- Ensure established procedures are adhered to.
- Ensure records and statistics are compiled as required.
- Operate electronic booking service.
- Oversee general maintenance of the Visitor Centre.

##### **Financial**

- Co-ordinate and supervise banking and booking processes.
- Maintain accurate financial records of booking and commission payments.

##### **Sales**

- Maximise sales of accommodation to visitors.
- Maximise sales of retail items.

##### **Personnel Management**

- Recruitment, day-to-day management and ongoing training of Visitor Centre Officers.
- Roster staff within budget parameters, to maintain high quality service to visitors and members
- Develop and maintain volunteer rosters.
- Develop and maintain a strong relationship between paid staff and volunteers.

### **Information**

- Provide visitors with accurate information on the tourism facilities, attractions and history of the local area, and the region generally.
- Ensure adequate supplies of brochures, publications and tourist information are available and that the visitor centre is attractively presented at all times.

### **General**

- Assist the CEO with promotional activities when required.
- Other duties, as required.

## **3. REQUIREMENTS OF THE POSITION**

### **SKILLS**

- Highly developed ability to work in a multi-disciplinary team environment, both as a supervisor and participant.
- Developed skills in maintaining co-operative working relationships, including negotiation and conflict resolution.
- Demonstrated ability in sourcing and delivering staff/volunteer induction and training programs and in co-ordinating staff/volunteers.
- Excellent oral and written communication, interpersonal and presentation skills.
- Excellent customer service skills, including sales and telephone techniques.
- Ability to understand, source, promote and distribute tourism information and products.
- Ability to use a computer and a variety of computer packages.

#### Desirable:

- Possession of or progress towards formal qualifications in the tourism industry

### **KNOWLEDGE**

- Knowledge of the tourism industry and tourism environment.
- General administration and professional office practices is essential
- Understanding of budget processes.
- Understanding and commitment to, the application of Workplace Diversity and Occupational Safety & Health principles, practices and legislation

#### Desirable:

- Working knowledge of tourism venues and accommodation within the Denmark district and Great Southern Region

### **EXPERIENCE**

- Previous experience in sales, customer service, tourism or public relations
- Demonstrated experience in actively selling and up-selling products.
- Demonstrated ability to deliver exceptional customer service and make decisions within guidelines
- Proven ability to consider implications of decision and ensure professional office practices are followed
- Demonstrated experience in handling a variety of administrative office tasks

#### Desirable:

- Previous experience in a sales driven environment

## **QUALIFICATIONS / SPECIAL TRAINING**

- High School Certificate (or equivalent)
- C Class Driver's License

### Desirable:

- Training in sales, Microsoft office products, time management, telephone techniques and customer service

## **4. ORGANISATIONAL RELATIONSHIPS**

**RESPONSIBLE TO:** CEO

**SUPERVISION OF:** Visitor Centre Officers  
Visitor Centre Volunteers

**INTERNAL LIAISON:** Accounts Officer

**EXTERNAL LIAISON:** General Public  
Visitors and Prospective Visitors  
Tourism Operators  
Visitor Centre Members  
Business  
Industry

## **5. EQUIPMENT / SOFTWARE OPERATED**

- Standard office equipment
- Bookings software (currently Bookeasy)
- Desktop and website publishing software
- Microsoft office suite of software
- Email and Internet

## 6. KEY PERFORMANCE INDICATORS

At least once in each calendar year the CEO will conduct an evaluation of the Visitor Centre Coordinator's performance. The annual review will include an assessment of achievement against performance objectives.

### INDICATOR 1: Customer Service

Authority Level – Expected to display a high level of self-sufficiency and initiative

| Activities  | Measurement  |
|---|--|
| <ul style="list-style-type: none"> <li>• Liaise effectively with a wide range of customers and operators and deal promptly, empathically and efficiently to meet their needs;</li> <li>• Aim to exceed the expectations of customers who come into contact with the Centre;</li> <li>• Ensure CEO is aware of difficult/sensitive issues which arise;</li> <li>• Analyse problems prior to responding to ensure effective, accurate responses are given;</li> <li>• Respond in a professional and courteous manner to phone calls and electronic messages and initiate action or take accurate messages as appropriate;</li> <li>• Offer to make all bookings and enquiries on behalf of customer.</li> </ul> | <ul style="list-style-type: none"> <li>• Feedback from visitors indicates that the visitors centre provides a high level of services.</li> <li>• Demonstrated commitment to implementation of the Visitor Centre business plan.</li> </ul> |

### INDICATOR 2: Information Service and Sales

Authority Level – Expected to display a high level of self-sufficiency and initiative

| Activities  | Measurement  |
|---|--|
| <ul style="list-style-type: none"> <li>• Receive and action counter, telephone and email enquiries politely and promptly and re-direct those enquiries not necessarily handled by the Centre to the appropriate organization;</li> <li>• Ensure efficient and effective referencing, display and storage of information handouts available to the public;</li> <li>• Competently advise on the content of local products and their brochures;</li> <li>• Ensure the highest standard of presentation, cleanliness and image of the Centre is maintained at all times through individual personal grooming, customer service standards and maintenance of the Centre:             <ul style="list-style-type: none"> <li>○ keeping areas tidy at all times;</li> <li>○ displaying stock in a professional manner;</li> <li>○ maintaining notice boards and information lists/brochures with current information of public interest;</li> <li>○ maintaining stocks of forms, brochures and office equipment;</li> </ul> </li> <li>• Actively pursue the sale of local products, services and souvenirs and up-sell additional products in a professional and appropriate manner to increase revenue to the Centre;</li> <li>• Sell membership packages and the services of the Centre;</li> <li>• Contribute to the financial success of the Centre by actively securing bookings and advising all conditions;</li> <li>• Accurately issue tickets and advise all relevant conditions.</li> </ul> | <ul style="list-style-type: none"> <li>• Statistics and feedback demonstrate:             <ul style="list-style-type: none"> <li>○ an increase of visitors to the area annually</li> <li>○ an increase in Visitor Centre sales revenue</li> <li>○ staff are customer focused and willing to provide above average service</li> <li>○ no substantiated complaints of poor service</li> </ul> </li> <li>• Responses to customer queries are timely, accurate and helpful.</li> <li>• Visitor Centre Officers demonstrate a good understanding of the region</li> </ul> |

### INDICATOR 3: Administration and Financial Management

Authority Level – Expected to display a high level of self-sufficiency and initiative

| Activities  | Measurement   |
|---|---|
| <ul style="list-style-type: none"> <li>• Receive cash, cheque and EFTPOS payments and effectively and accurately provide receipts/vouchers to the customer, along with daily balancing and banking and recording/inputting of the various transactions;</li> <li>• Ensure event/accommodation bookings and tickets are accurately made on behalf of clients, agencies and operators, the correct level of commission is applied and appropriate documentation is recorded and provided to all parties;</li> <li>• Ensure Procedures Manual is accurately maintained;</li> <li>• Ensure filing and other records are accurately maintained;</li> <li>• Supervise end of day and opening processes;</li> <li>• Maintain accurate information on the point of sale system;</li> <li>• Accurately balance till and prepare banking;</li> <li>• Process incoming stock, brochures and membership and financial renewals as requested;</li> <li>• Process incoming mail (enquiry based correspondence) as requested and undertake tasks in an organised manner;</li> <li>• Use initiative to maintain the workplace in an orderly manner;</li> <li>• Maintain data on appropriate websites;</li> <li>• Update data files as required;</li> <li>• Follow documented checklists and guidelines;</li> <li>• Understand principles, priorities and activities of the VC.</li> </ul> | <ul style="list-style-type: none"> <li>• Daily takings are accounted for accurately and to the satisfaction of the Treasurer, DTI.</li> <li>• All documents are managed appropriately in accordance with the Document Management Plan.</li> </ul> |

### INDICATOR 4: Section Supervision

Authority Level – Expected to display a high level of self-sufficiency and initiative

| Activities  | Measurement  |
|---|--|
| <ul style="list-style-type: none"> <li>• Work effectively within the team to assist and complement the activities of the team as a whole;</li> <li>• Participate in annual performance review for each Visitor Centre Officer;</li> <li>• Support and participate in various events held throughout the year;</li> <li>• Communicate clearly with team members to ensure all parties remain informed of changes;</li> <li>• Organise and conduct training and induction programs, familiarisations and staff meetings as required;</li> <li>• Keep up to date with issues affecting the community through interaction with Board Members, tourism operators, local press and other such avenues, contributing to keeping the Centre staff and volunteers informed;</li> <li>• Make suggestions which contribute to the objectives of the Centre including financial improvement of the Centre;</li> <li>• Actively participate in the development of the Centre including maximising opportunities;</li> <li>• Provide feedback to the CEO in actively refining, developing and improving systems.</li> </ul> | <ul style="list-style-type: none"> <li>• Effective and efficient team environment</li> <li>• Maintenance of good communication amongst team members</li> </ul> |

**INDICATOR 5: Industrial Awards, Occupational Safety & Health (OSH) and Equal Employment Opportunity (EEO) legislation are applied and observed.**

Authority Level – Expected to display a high level of self-sufficiency and initiative

| Activities   | Measurement  |
|--|--|
| <ul style="list-style-type: none"> <li>• Ensure his or her own safety and avoid adversely affecting the safety and health of any other person;</li> <li>• Comply with statutory obligations, DTI Policy, Industrial Awards, OSH and EEO legislation;</li> <li>• Follow safety rules, procedures and standards at all times.</li> </ul> | <ul style="list-style-type: none"> <li>• All OHS incidents accurately documented</li> <li>• No substantiated cases of employee misconduct</li> </ul> |

**7. CERTIFICATION**

[This section is to be completed on acceptance of a valid offer of employment]

**CEO**

As CEO, I confirm the details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position, and are consistent with the Organisational Structure and Award classification requirements.

SIGNATURE: \_\_\_\_\_

NAME: \_\_\_\_\_

DATE \_\_\_\_\_

**OCCUPANT**

As position occupant, I have noted the statement of duties, responsibilities and other requirements as detailed in this document.

SIGNATURE: \_\_\_\_\_

NAME: \_\_\_\_\_

DATE \_\_\_\_\_