

## SOUTHERN GRAMPIANS SHIRE COUNCIL POSITION DESCRIPTION

### Position Details

---

Title:	Visitor Economy Coordinator
Classification:	Band 7
Business Unit:	Visitor Economy
Directorate:	Wellbeing, Planning and Regulation
Reports to:	Director Wellbeing, Planning and Regulation
Supervises:	Visitor Experience and Services Officer Events Marketing and Development Officer

### Our Vision and Values

---

#### **Vision**

Thriving Community, Limitless Opportunity

#### **Values**

Raise the Bar

Create Brilliance Together

Dream Boldy, Change Bravely

Integrity in Every Step

#### **Child Safety**

Southern Grampians Shire Council is a child safe organisation committed to the Victorian Child Safe Standards by:

- providing an environment where Aboriginal children and young people can express their culture and enjoy their cultural rights
- having a zero-tolerance approach to child abuse
- having a zero-tolerance approach to racism and an expectation that staff and volunteers will act on incidents of racism

## Position Summary

---

The Visitor Experience Coordinator provides strategic direction to the development of the Visitor Economy in Southern Grampians Shire. They identify opportunities to support Council's objective to attract visitors whilst providing the highest standard of visitor experience. The Visitor Experience Coordinator strives to deliver an appropriate visitor experience at Council controlled tourism facilities.

This role is essential in developing and promoting tourism opportunities and events that contribute to a strong image for the Shire as a destination to visit, invest, live and work. The Visitor Experience Coordinator will provide specialist advice on the development of the Greater Hamilton tourism industry at a local, regional, state, and national level. You will also identify opportunities and participate in the development of policies to build partnerships with key stakeholders who influence the growth of the Greater Hamilton Visitor Economy.

## Key Responsibilities

---

- Develop and promote visitor experiences, opportunities, and events that attract visitors to the region
- Directly manage, and be accountable for, the performance and training of the Visitor Experience and Events staff and volunteers
- Provide input to the preparation of submissions for the development, improvement, and/or maintenance of tourism facilities and products
- Develop strategies to ensure consistent communication of the Greater Hamilton regional brand across digital platforms and printed collateral
- Develop programs to advance the image of the Greater Hamilton region as a tourism destination through the promotion of heritage, cultural, recreational and natural assets
- Liaise closely with operators and Grampians Wimmera Mallee Tourism and other tourism organisations across the region and interstate
- Development of tourism, event, marketing and development strategies that enhance the Visitor Economy
- Provide direction for the content and maintenance for relevant digital platforms and printed collateral
- Liaise closely with internal asset managers to ensure Council managed tourism facilities and assets are appropriately presented and maintained
- Work as part of a team to attract conferences and events
- Ensure the Visitor Information Centres are strongly represented at regional, state and interstate forums. Provide statistical reports for the Director Wellbeing, Planning and Regulation as required
- Prepare and submit progress reports, submissions and correspondence to the Director Wellbeing, Planning and Regulation as required
- Promote a culture of excellence in customer service through the identification, implementation, and review of strategies to continuously improve service quality

## **Extent of Authority**

---

- Overall conduct and performance of the Visitor Experience and Services Team in relation to the attainment of Council's corporate objectives, and the objectives set for the team and its programs
- Conduct discipline, training, and team development for all supervised staff
- To have input and development of policies to grow the Visitor Economy
- Attainment of budget targets both in terms of output and economy
- Liaison and coordination to bring about an effective corporate approach to the implementation of all programs
- Required to work in close cooperation with the Director Wellbeing, Planning and Regulation in the development and implementation of programs that enhance the Visitor Economy
- Responsible always for the highest standards of courtesy and service, and operating in a manner that provides a continual high level of customer service that enhances Council's image
- Freedom to act is governed by clear policies, objectives, and budgets
- Commit to and adhere with Child Safety standards and Council's requirements

## **Judgement and Decision Making**

---

- The nature of the work is subject to guidelines and direction; however, the position will require significant scope to apply personal judgement and creative thinking in promoting and marketing the Greater Hamilton Region in a professional and innovative manner
- The ongoing application of problem solving will be required in linking cultural, recreational, and business opportunities in working towards a successful implementation of promotional and digital marketing campaigns
- Discretion, recognition, and maintenance of confidentiality are essential criteria in these processes

## **Specialist Skills and Knowledge**

---

- High level customer relations skills that demonstrate responsiveness to customer service
- Highly developed communication skills
- Well-developed knowledge of the Visitor Economy and in particular a strong knowledge of the Greater Hamilton region and its attractions
- Ability to engage in abstract and creative thinking that will enhance the effectiveness of promoting visitation in the Greater Hamilton region
- Ability to lead and gain cooperation from industry to develop cooperative tourism strategies and projects
- Advanced skills in tourism management and marketing

- Good understanding of the long-term goals of the Shire's Planning and Development Department
- Knowledge of and familiarity with the principles and practices of budgeting and relevant accounting and financial procedures may be required
- Computer literacy skills including, data collection and analysis spread sheets, database applications, word processing and other digital platforms

### **Management Skills**

---

- Highly developed skills in managing time and ability to prioritise plans and set goals for self and others
- Ability to manage, support and develop your Visitor Experience and Services staff and volunteers
- Ability to communicate to and network with the tourism industry
- Ability to inspire and motivate others by example, and through working relationships
- Ability to develop and manage effective services
- Ability to implement personnel policies and practices including awards, equal opportunity and occupational health and safety policies, recruitment and selection procedures and techniques, position descriptions and Employees development schemes
- Will comply with systems and policies to ensure a safe work environment:
  - Taking reasonable care for their own health and safety and the health and safety of others within the workplace and co-operate with Council with respect to any action taken to comply with a requirement of the OHS Act
  - Not intentionally or recklessly interfere with or misuse anything provided at the workplace in the interests of health, safety or welfare
  - Contribute to OHS consultation processes
  - Prompt reporting of hazards and incidents

### **Inter-personal skills**

---

- Highly developed verbal communication skills and an outgoing personality are required to effectively promote tourism activity to businesses and the public
- Well-developed written communication skills including the ability to produce correspondence and reports
- The ability to gain co-operation and assistance from others in the administration of broadly defined activities and to motivate and develop Employees
- Ability to liaise with their counterparts in other organisations to discuss and resolve specialist problems and with other Employees within their own organisation to resolve intra-organisational challenges

## Compliance with Legislation and Policies

---

- Adhere to all current relevant codes of conduct and legislative requirements including but not limited to:
  - Southern Grampians Shire Council Policies and Procedures
  - Southern Grampians Shire Council Staff Code of Conduct
  - Privacy and Data Protection Act 2014 (Vic)
  - Equal Opportunity Act 2010 (Vic)
  - Occupational Health and Safety Act 2004 (Vic)
  - Government/Industry Codes of Conduct
  - The Southern Grampians Shire Council Enterprise Agreement
  - The Municipal Emergency Management Plan
- Demonstrate a commitment to risk management principles and practices, and also maintain a safe environment for staff and the community
- Responsible for ensuring the security of Council's assets under the Officer's control
- Remain compliant with the requirements of the Occupational Health and Safety Act 2004 (Vic), and contribute to the health, safety, and wellbeing of Council employees by:
  - Implementing and monitoring compliance with workplace policies and procedures
  - Engaging with and supporting HSRs, OHS committees, supervisors, and managers
  - Conducting safety inductions and local topic specific training when required
  - Supporting/mentoring HSRs and supervisors
  - Supporting staff awareness of OHS responsibilities and accountabilities
  - Assisting with implementation of OHS plans and strategies
  - Supporting managers in activities that foster a positive OHS culture
- Implementing and monitoring compliance with workplace policies and procedures
- Engaging with and supporting HSRs, OHS committees, supervisors and managers
- Conducting safety inductions and local topic specific training when required
- Supporting/mentoring HSRs and supervisors
- Supporting staff awareness of OHS responsibilities and accountabilities
- Assisting with implementation of OHS plans and strategies
- Supporting managers in activities that foster a positive OHS culture

## Qualifications and Experience

---

- Qualifications and/or extensive practical experience in tourism, marketing, promotions, or a related field

- High level of experience in computer usage, including Microsoft Office applications
- A current Victorian Drivers Licence
- Require a current Working with Children Check

### **Key Selection Criteria**

---

- The employee will demonstrate the following:
  - Proven ability to significantly contribute to the Municipality's Visitor Economy through promotions, information development, standards and service package development and infrastructure improvement
  - Proven record in gaining cooperation from all Visitor Economy stakeholders in developing and implementing cooperative, innovative tourism strategies to grow the Visitor Economy
  - Strong knowledge of Greater Hamilton tourism facilities and attractions
  - Excellent customer service and interpersonal skills, including the ability to always remain pleasant and courteous even when dealing with difficult people
  - High level written communication skills
  - Demonstrated problem-solving skills, including the ability to analyse statistics and plan preventative actions
  - Ability to lead, manage and motivate staff and be an effective team member across the functions of the Wellbeing, Planning and Regulation Directorate

### **Agreement**

---

I, \_\_\_\_\_ have read and understand the objectives and conditions of the above mentioned role.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_