



District Council of Peterborough

Job Description

SENIOR TOURISM OFFICER & COORDINATOR

VALUE STATEMENT:

- **Integrity**
We will act with honesty and trust
- **Communication**
We will be open, approachable and inclusive
- **Resourceful**
We will be proactive and adaptable
- **Respect**
We will act with tolerance, empathy, authenticity and equality
- **Teamwork**
We will be supportive, friendly, social and above all – Fun

Position: Senior Tourism Officer & Coordinator

Department: Tourism and Community

Award: Local Government Tourism Hospitality and Retail Award – Tourism Officer - Supervisor

Status: Permanent Full-Time, based on 38 hours per week, spread across a 7 day roster

Reports To: Interim Manager and Chief Executive Officer

Employees Reporting to this Position:
Tourism Officers – Visitor Information Centre
Tour Guides – Steamtown Heritage Rail Centre

Position Purpose:

As the Senior Tourism Officer & Coordinator, you will be the face of visitor services in Peterborough, providing visitor information (including information about the Steamtown Heritage Rail Centre) and other relevant services to visitors and the public. You will have excellent standards of customer service, facilitate a positive visitor experience, encourage visitors to 'stop, stay and spend', and be an advocate for the Peterborough district.

You will have strong leadership skills, be efficient in your duties, and work effectively with others. Coordinate the day-to-day operations of the Steamtown Heritage Rail Centre and the accredited Peterborough Visitor Information Centre (VIC). Manage group bookings, room hires and merchandise control.

Create and coordinate event support, staff rosters for VIC front counter employees, Steamtown Tour Guides, Sound and Light Show operatives and site Volunteers.

Oversee maintenance of the Steamtown Heritage Rail Centre, liaising with Council personnel.

Provide tourism advice, support and assistance to both local operators and Council Management, including a monthly report to the Tourism Committee.

Manage the tourism websites and social media accounts, including creating and implementing digital marketing content. Manage the Visitor Guide, including updates and version control.

Key Responsibilities

ADMINISTRATION AND LEADERSHIP

- Promote Peterborough and district as a tourism destination, assisting visitors in becoming familiar with local services and attractions
- Actively provide guidance to the Tourism Officers, Tour Guides, Volunteers and Trainees, assisting with additional training when required
- Develop rosters for Tourism Officers and Tour Guides
- Oversee tasks and duties of Volunteers and Cleaners
- Ensure the timely and effective running of the Steamtown Sound and Light show
- Effectively communicate with all staff members
- Development of Standard Operating Procedures, ensuring the team is aware of any systematic changes
- Be actively involved in meetings with the Peterborough Tourism Management Committee, and any other tourism groups
- Provide monthly/bi-monthly reports and submissions as required, including the accurate gathering and reporting of data and visitation figures
- Assist management to determine trends and gaps in the local tourism industry, providing recommendations
- In alignment with the Tourism Strategy, assist in the implementation of identified strategies and projects
- Undertake Visitor Information Centre / Steamtown Heritage Rail Centre general site duties, including open and closing procedures, security requirements and liaise with the appropriate departments regarding maintenance and garden issues
- Respond to enquiries using a variety of methods including electronically, mail, telephone or in person
- Organise group and bus bookings with tourism operators, and catering if required
- Coordinate merchandising at Steamtown and the VIC, order stock and conduct stocktakes
- Manage the Visitor Guide, including updates and version control.
- Monitor stocks of tourist literature and materials
- Facilitate and oversee bookings of the meeting room, theatrette and Diesel Shed, including authorising the hire permit and coordinating requirements with the hirer, ie layout, equipment, catering
- Facilitate and keep up to date the tourism websites and social media
- Assist in overseeing the provision of timely and efficient digital services including reservations and information systems as we endeavour to increase our on-line bookings and the use of technology in our visitor experiences.
- Actively identify news and opportunities that are relevant to the tourism industry in the Peterborough District
- General administration duties, including the maintaining of appropriate records, data and files electronically and manually
- Establish good relationships with local business owners for ease of communication and promotion
- Ensure you work within the Visitor Information Centre accreditation requirements
- Promote the 'Make Tracks to Peterborough' branding
- And any other duties as may be reasonably required.

<p>CUSTOMER SERVICE</p>	<ul style="list-style-type: none"> ● Be proactive in the encouragement of visitors to stay longer, and spend more in the Peterborough District. ● Maintain a high standard of product knowledge pertaining to Steamtown Heritage Rail Centre, and other tourism attractions in Peterborough ● Provide accurate and unbiased information on the district's tourist attractions, accommodation and other services to visitors and Peterborough residents. ● Ensure all requests, enquiries and complaints concerning tourism services and matters are dealt with promptly and efficiently in accordance with Council's adopted <i>Customer Service Charter</i>.
<p>CONTRIBUTE TO THE COUNCIL'S PEOPLE AND PERFORMANCE CULTURE</p>	<ul style="list-style-type: none"> ● Build effective working relationships with all Council staff ● Demonstrate the values and behaviours required of public officers ● Contribute to the delivery of Council's strategic priorities, planning processes and engage in Council organisational activities (when required).
<p>FINANCE</p>	<ul style="list-style-type: none"> ● Work within the adopted tourism budget ● Reconcile all receipts/monies on a daily basis ● Liaise with Council's Administration / Finance Team, including the invoicing of groups and bus bookings, and room hire ● Verify staff time-sheets

	Person Specification
Judgement and Decision Making	Proven ability to: <ul style="list-style-type: none"> undertake the key responsibilities of the position; deliver excellent customer service to all areas.
Organisational	Demonstrated: <ul style="list-style-type: none"> effective interpersonal skills with the ability to manage time and assist others, to meet project and service timeframes; ability to work within a team; ability to manage multiple tasks effectively with a degree of flexibility within a changing workplace environment; capacity to address continuous improvement and innovative work practices; and demonstrated knowledge, and application, of the work, health and safety responsibilities for both staff, and the Council, under the <i>Work, Health and Safety Act 2012</i>.
Interpersonal	Proven ability to act professionally, with honesty, integrity and confidentiality.
Change Management	Proven ability to work within a changing environment.
Delegation and Authority	This position has delegated financial authority.
Training	Undertake necessary training to become a highly skilled and efficient team member in accordance with the individual's training plan.
Work Health and Safety (WHS)	Operate in compliance with WHS legislation, regulations, codes of practice, and standards. Be familiar and comply with the District Council of Peterborough's WHS policies, procedures and guidelines at all times. Utilise safe working practices applicable to own work area and practices. Contribute to the identification of hazards and risks and participate in their minimisation and/or appropriate corrective strategies. Report any identified hazards, and any accidents, injury, incidents and near misses that arise in the course of work by promptly completing required documentation. While at work, a worker must: <ol style="list-style-type: none"> Take reasonable care for his or her own health and safety Take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons Comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the person conducting the business or undertaking to allow the person to comply with this Act Co-operate with any reasonable policy or procedure of the person conducting the business of undertaking relating to health or safety of the workplace that has been notified to workers.
Records Management	Employees have an obligation to meet the requirements of the State Records Act 1997, to comply with Council's Records Management Policy, Procedures and Standards and to properly use Council's Records Management Systems.

Essential Selection Criteria – Qualifications, Skills & Experience

- Previous experience in a tourism / visitor information role
- Interpersonal skills which facilitate cooperation and trust with all staff
- Excellent skills in communication, numeracy abilities, self-motivation, time management and delegation
- Good written communication skills in order to draft and edit accurate correspondence, documents and reports
- Proficient in the use of Microsoft Outlook, Word, and sound knowledge of Excel
- Relevant experience and/or extensive knowledge of the local tourism industry, tourism infrastructure, services and products
- Cash handling experience and the ability to reconcile and account for monies received at the VIC
- Ability to work autonomously or as part of a team with limited supervision
- Ability to remain calm under pressure and in a high-stress environment
- Previous experience in customer service or a customer-facing role
- Conflict resolution techniques

Desired Selection Criteria – Qualifications, Skills & Experience

- Completion of Year 12 education (or higher)
- Ability to create and design for advertising purposes
- Good knowledge of the Peterborough district and surrounding region including attractions, drives and popular tourist locations
- Social Media skills
- Good knowledge of the role of Local Government

Other Requirements

Must be available to work some weekends, public holidays and evenings (Sound and Light Show). Also to fill in for extra shifts (when required).

The successful applicant will be required to undergo a pre-employment medical and national police check and submit the following documentation:

- copies of any certified qualifications;
- current valid driver's licence

The successful applicant will be required to adhere to Council's employee integrity and behaviour policies established under the Local Government Act 1999, including but not limited to acting honestly in the performance of official duties, acting with reasonable care and diligence, and complying with the integrity provisions.

The successful applicant must also not disclose confidential information or documentation, and comply with the gifts and benefits regulations.

The successful applicant must adhere to behavioural standards of the Local Government 1999 Act, and comply with the regulations of being a Public Officer.