



Tourism Officer			
Position Number:	30	Department	Economic Development
Level:	3a	Award:	May be covered under Municipal Employees' Award
Remuneration:	\$65,980.10 Base Salary	Plus, superannuation, housing and district allowances (if eligible) is available to the successful candidate, depending on experience, skills and qualifications. \$3,500 Retention bonus payable on completion of 3 years.	
Reports to:	Tourism Coordinator	Direct Reports:	Nil
Last Reviewed:	People & Culture Officer	Date:	2/21/2024
Approved:	Manager Economic Development	Date:	2/21/2024

OUR ORGANISATION

The Shire of Carnarvon provides excellent customer service across a wide range of programs, facilities and services that contribute to maintaining and enhancing our community. At the heart of our organisation are our values which underpin how our employees perform their duties and engage with the community and stakeholders.

Our CARECHIP is what gives us the drive to serve our community.

We take pride in knowing that our employees and new recruits share our values, and we like to think that everyone who chooses to collaborate with us brings this CARECHIP with them.

C	A	R	E	C	H	I	P
Courage	Authenticity	Respect	Excellence	Cohesion	Humility	Inclusion	Passion

POSITION OVERVIEW

As a Tourism Officer, you will be based at the Visitor Centre and play a vital role in guiding and assisting visitors to ensure an exceptional experience. Using your extensive knowledge of the Shire of Carnarvon, you will provide professional, efficient, and customer-focused visitor information services. In addition to assisting visitors, you will contribute to the retail operations of the organisation and actively participate in tourism projects and initiatives aimed at promoting and growing the region. Delivering excellent customer service and liaising effectively with a diverse range of customers and tourism operators will be key to your success in this role.

COMMUNITY STRATEGIC OBJECTIVES

In 2040 Carnarvon is a place where:

- ★ Our equitable community is actively involved in and are responsible for developing innovative, local solutions that transcend our region for a safe and unified 6701.
- ★ Our economy fosters investment and productivity in industries befitting Carnarvon's physical and natural environment and that grow our horizons.
- ★ Our sustainable livelihoods create a community that can flourish into the future.
- ★ Our holistic health care facilities provide services from the womb to the grave.
- ★ Our educational opportunities from early childhood to adulthood are tailored and relevant to the individual.
- ★ Our infrastructure, housing and amenities are high quality and accessible.
- ★ Our community acknowledges our history and celebrates our diverse cultures.

- ★ Our community is engaged, inclusive and supportive.

KEY ROLE OUTCOMES

- ★ Demonstrate successful application through the application of the Shire's core values by promoting a work culture of sustainability, quality improvement, efficiency, and excellent customer service that corresponds to our Code of Conduct and Customer Service Charter.
- ★ Ensure compliance with the Local Government Act (WA) 1995 and any relevant legislation.
- ★ A commitment to a safe work environment and WHS legislation, policy and processes.
- ★ Ensure all visitors receive professional, efficient, and customer-focused information services that enhance their experience in the Shire of Carnarvon.
- ★ Competently advise visitors on local attractions, products, and brochures, ensuring effective display and accessibility of information.
- ★ Assist visitors with booking services, tours, and activities while promoting and recommending member services and businesses to enhance their overall experience.
- ★ Assist with retail tasks, including cash handling, EFTPOS transactions, invoicing, and daily reconciliation, ensuring accuracy and efficiency in financial processes.
- ★ Maintain a welcoming and clean Visitor Centre, adhering to high standards of presentation and customer service in line with the Shire's Customer Service Charter.
- ★ Actively participate in tourism projects and marketing initiatives aimed at promoting the Shire of Carnarvon as a premier destination, including assisting with campaigns, events, and promotions.
- ★ Assist in the curation and management of the retail section, ensuring the selection of high-quality products that represent the region's unique culture, heritage, and produce

WORK HEALTH SAFETY RESPONSIBILITIES

- ★ To take reasonable care for their own safety and health and to avoid harming the safety and health of other people through any act or omission at Shire workplaces. And as relevant:
- ★ Proactively comply with all Shire WHS Policies, Procedures, and Guidelines, Practice, duties and other relevant conditions. As well as with the WA WHS Act 2020, WHS (General) Regulations 2022, all other relevant Regulations, Codes of Practice and Australian Standards
- ★ As far as reasonably possible comply with instructions given by their employer or an authorised person in the interests of safety and health and in accordance with the WHS Act.
- ★ Must report to their manager, supervisor, WHS Representative, PC&S and/or other relevant contact person work related injuries, near misses and any hazards at the workplace that they cannot correct themselves.
- ★ Must use, store and maintain personal protective equipment as properly instructed, and not damage or misuse any equipment or facilities provided in the interests of safety and health.
- ★ Participate in and where possible provide leadership for a continuous improvement culture of safety where best practice initiatives are entrenched in daily business activities.

LICENCES, REGISTRATIONS, MEMBERSHIPS OR QUALIFICATIONS REQUIRED OF THE ROLE

- ★ Current Western Australia Driver's License.

ESSENTIAL CRITERIA

- ★ Highly developed ability to uphold a values-based approach in the workplace.
- ★ Demonstrate sound experience in a similar role with the proven ability to manage a wide range of marketing/communications issues.
- ★ Demonstrated experience and aptitude in dealing with members of the public through a variety of contact channels such as in person, via telephone, email, social media, and other digital channels.
- ★ Highly developed computer skills with competency in the use of Microsoft Word and Excel and other Microsoft Office products with the ability to quickly adapt to using Council specific software.
- ★ Demonstrated numeracy and problem-solving skills (including cash reconciliation).
- ★ Demonstrated ability to multitask, self-organise and work independently to plan prioritise workloads within an environment of competing priorities and strict deadlines.

- ★ Knowledge of the Shire of Carnarvon region.

DESIRABLE CRITERIA

- ★ Previous experience with Local Government.
- ★ Previous experience in a similar role.

POSITION COMPETENCIES

Experience	
Focus of Role	Administrative
Experience Level	Knowledge gained through a combination of education, training or experience
Tasks	
Context Method	Variety of tasks in trade, technical or administrative practices.
Skill Level	Written and communication skills involving numerical skills, organising skills, data collection, or other operational skills.
Judgement and problem Solving	
Problem Solving	Solve minor problems that relate to immediate tasks
Judgement	Interpret and apply from a combination or range of responses within an established framework.
Supervision and Independence	
Level of Supervision	Supervision is team based, with clear direction on tasks to be performed but latitude within individuals within the team on the completion of parts of an overall task.
Organisational Relationships and Impact	
Work Area Relationships	Sound knowledge of the impact on other work areas, seek approval from senior staff on changes to procedure, schedule or routines.
Public/Other Staff Relationships	Effective communication within standard work processes
Impact	Decisions made directly impact own work area
Interpersonal Skills	Effective communication with members of the public, clients and other staff and the resolution of routine and usual matters.
Job Competencies	
Time Management	Intermediate: Able to manage own workload and prioritise within usual work patterns.
Conflict Resolution	Intermediate: Able to handle a range of routine and usual requests from staff or members of the public and resolve minor differences of opinion and/or requiring further explanation.
Planning & Organisation Skills	Intermediate: Applies discretion in own task sequencing, may develop job specific systems to assist in the completion of allocated tasks.
Safety Procedures	Intermediate: Assists in the development of JSAs, SWMS, and other safety procedures for own work area. May coach newer or more junior staff in safety procedures.
Administration Skills	Intermediate: Ability to use software to complete more complex administration tasks.
Equipment Operation	N/A
Supervision Skills	N/A

Project Management	Fundamental: Maintain records, filing systems, contract details, variation records and other support and control mechanisms within a project based environment.
Policy and Procedure Development	Fundamental: Research, develop and recommend changes for internal procedures or work processes related to job function.
Policy or Legislative Interpretation	Intermediate: Apply knowledge of policy framework to procedures and tasks, including providing advice and interpretation to staff and members of the public.
Report Writing	Fundamental: Produce documents involving complex layouts, contribute to reports, submissions and correspondence.
Budgeting Skills	Fundamental: Coordinate and adhere to set budgets in purchasing at a higher level than generating purchase orders. May provide some general feedback in respect to the budget derived from operational responsibilities.
Customer Service Skills	Advanced: Effectively communicate with clients and members of the public and in the resolution of minor matters.
Decision Making Skills	Intermediate: Decisions made may impact internal and external stakeholders. May make recommendations to more senior decision makers for more complex or intricate problems.
Management Skills	N/A

PREEMPLOYMENT SCREENING REQUIRED FOR THIS ROLE

- ★ National Police Clearance - Less than 6 months old
- ★ Pre-employment Medical Screening
- ★ Alcohol and Other Drug screening

REMUNERATION AND BENEFITS

The successful applicant will join the Economic Development Team with a starting salary from \$ 65,980.10 per annum, plus allowances (if eligible) and superannuation.

Other cash benefits include but not limited to

\$ 1,201.11 p/a District Allowance*
 \$ 3,061.65 p/a Housing Allowance*
 \$ 1,110.24 p/a Annual Leave Loading 17.5%
 \$ 8,429.14 p/a Superannuation (Statutory)
 \$ 1,404.86 p/a Superannuation additional 2% (Optional, subject to employee salary sacrifice)*
 \$ 3,500.00 Retention bonus upon completion of 3 years of service*
 \$ 440.00 p/a Annual Leave Travel Assistance

Leave Entitlements*

5 Weeks Annual Leave
 2 Local Government Public Holidays
 10 Days of Paid Personal Leave
 10 Days of Paid Pandemic Leave
 38 Hours of Paid Volunteer Emergency Services Leave

Additional Allowances and Subsidies as per Attraction and Retention Policy*

Salary Sacrificing for a range of benefits
 Annual Leave Travel Assistance Payment
 Local Club Membership Subsidies
 Gym Membership Subsidy
 Annual Pass for Aquatic Centre

**Subject to Corporate Policy*

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.