



Croydon Shire Council

Position Description

Position Title	Tourism Officer
Department	Tourism and Marketing
Award	Queensland Local Government Industry Award – State 2017
Award Classification	Stream A – Section 1 - Administrative Services
Position Type	Full time 3 year contract
Reports To	Manager Tourism and Marketing

Position Objective

This position supports the Tourism & Marketing Department of Croydon Council in its mission to promote the tourism potential of Croydon Shire while working in the True Blue Visitor Information Centre.

Duties and Responsibilities

1. Provide high quality customer service and accurate information to visitors on historical sites, scenic areas, tourist attractions and visitor information within Croydon Shire and the Gulf region in person or through other communication media.
2. Carry out the daily operation of the Croydon 'True Blue' Visitor Information Centre and Heritage Precinct.
3. Promote local activities, facilities and events within the shire.
4. Assist with the development of promotional material for advertising, within budget as determined by Council, using all media including print, social, electronic and multimedia resources.
5. Undertake general administration duties such as filing, preparation of correspondence, preparation of promotional materials, reports and submissions.
6. Maintain records and statistical data associated with tourism, freedom camping, tour numbers and all administrative records, including sales and receipting.
7. Maintain adequate merchandise stocks.
8. Ensure the Visitor Information Centre and displays and the Heritage Buildings and displays are kept clean, tidy and in good working order.
9. Assist with the preparation of rosters for casual tourism customer service staff and volunteers at the Visitor Centre.
10. Provide administrative support to the Manager Tourism and Marketing.
11. Assist in the development of a Croydon Shire Tourism and Marketing Strategy and the development and promotion of tourism products identified in Council's Corporate and Operational Plans.
12. Ensure the integrity of information on Croydon Shire Council's registered website and social media platforms and advise the Manager when updates/changes are required.

13. Ensure all corporate documents created or received are registered into the corporate record keeping system (Magiq) in accordance with approved policies and procedures.
14. Undertake projects, research and other such duties as directed.
15. Provide assistance within other areas of Council as directed.
16. Comply with Croydon Shire Council's Work Health and Safety Obligations and Responsibilities Statement, policies, procedures, standards and work instructions in carrying out your duties.
17. Comply with Council's Code of Conduct;
18. Actively seek opportunities to implement change that will contribute to improve efficiency and operations of Council.

Qualifications / Skills / Experience – Social Media/Photography/Videography

1. A genuine desire to be involved in tourism and the promotion of Croydon Shire.
2. High level of customer service skills.
3. High level of verbal and written communication skills and ability to effectively deal with a broad range of customers.
4. Competency with social media plus photography/videography skills highly regarded.
5. Competency with Canva (or other design software) is highly regarded.
6. Be self-motivated and have excellent time management, planning and organisational skills.
7. Ability to work under limited direction and supervision and maintain a friendly and helpful work attitude.
8. Broad knowledge of the local area and surrounding regions.
9. High level of computer skills within the Microsoft Office 365 package.
10. Tourism, Marketing and Promotion, Event Management or Business Administration (highly regarded).

Key Performance Indicators (KPI's)

1. Demonstrated ability to interact with tourists and customers.
2. Allocated tasks and responsibilities are completed consistently within agreed timeframes.
3. Work is performed to a high standard with attention to detail.
4. Ability to assist with planning and delivery of events.
5. Compliance with Croydon Shire Council's Work Health and Safety Management System, including policies, procedures, standards and work instruction.
6. Compliance with Croydon Shire Council's Code of Conduct.
7. Contribution to the efficient and productive operation of the Local Government Organisation.

Selection Criteria

1. Qualifications and experience in a discipline relevant to the position.
2. Demonstrated knowledge and understanding of the tourist industry and desire to be involved in tourism and the promotion of Croydon Shire.
3. High level of interpersonal and communication skills with a strong customer service focus.

Certification

Employee Name:

Employee Signature _____

Date ____/____/____

Chief Executive Officer:

Chief Executive Officer Signature _____

Date ____/____/____