



SHIRE OF
MERREDIN
INNOVATING THE WHEATBELT

POSITION DESCRIPTION

Central Wheatbelt Visitor Centre – Coordinator



1. **TITLE and POSITION NUMBER:** Central Wheatbelt Visitor Centre – Coordinator (074)
2. **LEVEL:** Level 8 as per the [LGIA 2020](#) a registered Agreement with the WA State Industrial Commission (01/01/2023).
3. **TERM:** Permanent / Full Time / Part Time
4. **DEPARTMENT/SECTION:** Strategy and Community Services/ Central Wheatbelt Visitor Centre
5. **POSITION OBJECTIVES**

The Coordinator of the Central Wheatbelt Visitor Centre (CWVC) provides team leadership and is accountable for the day-to-day operations of the facility, including delivery of high-level customer services. They also provide leadership in the Wheatbelt Tourism Industry, leading and supporting innovative visitor services, collaborating with stakeholders, and engaging industry and business, to improve the visitor experience in the Shire and wider region.
6. **REQUIREMENTS OF THE POSITION**
 - Excellent understanding of the tourism and visitor services industry.
 - Knowledge of current tourism trends, community needs and legislative requirements.
 - Experience in planning, development and implementation of projects and marketing strategies.
 - Understanding of accounting, and related administrative requirements.
 - Workplace Health and Safety and Risk Management knowledge and awareness.
 - Experience in a related customer service-oriented environment with demonstrated initiative.
 - Ability to develop and implement workplace procedures and staff rosters.
7. **KEY DUTIES/RESPONSIBILITIES**
 - Contribute to employee and customer satisfaction, engagement, and excellence.
 - Engage, connect with and support stakeholders (business, government, and industry) to enhance visitor services within the Shire.
 - Provide leadership, guidance and active mentoring to staff to ensure the effective delivery of visitor information and interpretation, Transwa bookings, accommodation recommendations, tour bookings and retail sales.
 - Facilitate and encourage teamwork to deliver visitor services for and on behalf of the Shire.
 - Provide appropriate advice to internal and external stakeholders whilst maintaining relationships and responsibility for operational oversight of assigned activities.
 - Actively contribute to the achievement of financial efficiency and quality of service.
 - Support good governance through the consistent application of accountable and ethical decision-making practices.
 - Proactively report upon, and mitigate, organisational risks.
 - Develop and maintain rosters to ensure adequate staffing in accordance with

efficient and cost-effective operations and reflecting peak and off-season opening hours.

- Support and promote the culture and values of the Shire of Merredin, evidenced by personal commitment, behaviour, language, and the achievement of results.
- Effectively and efficiently oversee the operations of the CWVC, providing a high level of customer service and effective leadership in the implementation of operational plans and strategies for the Shire.
- Ensure the CWVC consistently presents as a professional, modern, clean, and highly welcoming visitor facility. This includes ensuring an eye for detail on internal and external facility presentation, cleaning, and maintenance in accordance with Shire policies and procedures.
- Source and secure appropriate external funding as aligned with the Shire's strategic objectives.
- Effectively promote and market the CWVC, Merredin region, Shire, and wider region, through the delivery of social media, website, marketing collateral, the Shire's brochures, and booklets, and more, as required and identified.
- Liaise with local businesses and stakeholders with regards to product development, promotion, and marketing for Merredin.
- Liaise with Wheatbelt East Regional Organisation of Councils (WEROC) and other MOU Member Local Governments to fulfill the Shire's MOU commitments.
- Collaborate with regional tourism groups for partnership opportunities.
- Provide support, advice, and assistance to sub regional tourism associations and special interest tourism groups.
- Effectively manage all retail services at the CWVC, including pricing, stock control, merchandising, product development, commissions, financial obligations, and staff training.
- Undertake liaison with internal service units to understand people, system, and financial resourcing impacts.
- Develop and implement operational practices and guidelines as they pertain to the position.
- Deliver marketing, publicity and promotional activities.
- Liaise with the Community Services teams for special events and projects as directed.
- Work closely with colleagues and the wider organisation to deliver the Shire's strategic objectives.
- Oversee and manage the CWVC budget allocation and resources for visitor services.
- Ensure that regular communication with the Library Manager relating to operations, budgets and staff development occurs.
- All other duties from time to time as requested by the Library Manager, Executive Manager Strategy and Community and/or Chief Executive Officer.

8. ORGANISATIONAL RELATIONSHIPS

Responsible to: Library Manager
Executive Manager Strategy and Community

Supervision of: Tourism Officer
Tourism Support Officer,

Volunteers and Workplace Learning Students
Contractors and Casual Staff

Internal and External Liaison:

Internal: Chief Executive Officer
Executive Manager Strategy and Community
Other Executive Managers
Other Shire Managers and Staff

External: Visitors and general public
Merredin businesses, community members and organisations
CWVC members and product suppliers
Tourism WA, Australia's Golden Outback (AGO)
Wheatbelt Development Commission (WDC)
Regional Development Australia Wheatbelt WA (RDAW)
Transwa and Public Transport Authority
Eastern Wheatbelt Visitor Centre CRC's providing Visitor Information
Eastern Wheatbelt tourism partners:
NEWTRAVEL Inc;
Pioneers' Pathway Advisory Group;
Roe Tourism;
WEROC Inc; and
Member Shires.

9. EXTENT OF AUTHORITY

Operates under the direction of the Library Manager and Executive Manager Strategy and Community within established guidelines, procedures, and policies of Council as well as the statutory provisions of the Local Government Act 1995 and other legislation, and perform other duties as required by management within the classification level and scope of the position.

10. SELECTION CRITERIA

Essential

- Qualifications in a related area such as business, tourism or marketing and/or directly relevant experience in the tourism industry;
- Significant experience in successfully planning, developing and delivering visitor servicing programs and activities;
- Experience in managing staff;
- High-level interpersonal and communication skills, including the ability to liaise and consult with a wide range of individuals and groups with differing requirements;
- High level organisation and time management skills with the ability to work effectively in a team environment;
- Genuine desire to promote the Shire and wider region;
- Workplace Health and Safety and Risk Management knowledge, particularly as they relate to the manual handling aspects of this role; and

- Current “C” class driver's license.

Desirable

- Experience in the management of human, financial, information and physical resources with demonstrated budgeting and administration skills;
- Knowledge of the Merredin and Central Wheatbelt region;
- Understanding of local government organisational and operational procedures, practices and policies; and
- Demonstrated understanding of tourism trends and issues.

11. CONDITIONS OF EMPLOYMENT INFORMATION

- The Officer will be required to provide a satisfactory National Police Clearance and Pre-employment Medical Examination, including Drug Test, as a condition of employment, prior to commencing duties.
- Annual Leave will apply in accordance with the indicated Award of this position.
- Uniforms will be provided in accordance with Shire Policies.
- Superannuation will be paid to your nominated super fund as per the Superannuation Guarantee Legislation and relevant Shire Policies.
- All employees are required to contribute to a culture of safety and take reasonable care for the physical and psychological health and safety of themselves and others at work.
- All employees are covered by, and are expected to comply with, the *Work Health and Safety Act 2020* and *Work Health and Safety (General) Regulations 2022* along with the Shire’s Work Health and Safety Policy.
- All staff must understand and comply with the Shire Staff Induction, Code of Conduct, Policies, Procedures and Protocols.
- All other conditions in accordance with the indicated Award/Agreement of the position and must comply with the [Industrial Relations Act 1979 \(WA\)](#) and the [Minimum Conditions of Employment Act 1993 \(WA\)](#).

NOTE: All parties are to sign and date the areas provided to indicate their mutual agreement of the requirement of this position.

<i>New Employee</i>	New Employee Signature:	Date:
<i>Current Manager</i>	Manager’s Signature:	Date:
<i>Chief Executive Officer</i>	CEO’s Signature:	Date: