



SHIRE OF
MERREDIN
INNOVATING THE WHEATBELT

POSITION DESCRIPTION

Tourism Support Officer

1. **TITLE / POSITION NUMBER:** Tourism Support Officer (029)
2. **LEVEL:** Level 3/4 as per the Local Government Industry Award 2020 [LGIA 2020 \(WAIRC\)](#) a registered Agreement with the WA State Industrial Commission (01/01/2023).
3. **TERM:** Permanent - Part Time
4. **DEPARTMENT/SECTION:** Strategy and Community / Central Wheatbelt Visitor Centre
5. **HOURS:** Minimum 26 hours per week, the scope of working hours is between 8:30am and 4:30pm, Monday – Friday, with weekend work required during the peak season (usually August to October).
6. **POSITION OBJECTIVES:** The primary role of this position is to provide quality customer service to locals and visitors. Key areas of the role will include visitor servicing, Transwa bookings, supporting tourism in Merredin and the Eastern Wheatbelt region and providing administrative support to the Central Wheatbelt Visitor Centre Coordinator.
7. **EXPERIENCE, KNOWLEDGE and SKILLS**
 - Well-developed verbal and written communication skills
 - Good public relations and customer service skills
 - Well-developed computer literacy skills
 - Developed reception and telephone skills.
 - Developed numeracy skills.
 - Accurate typing, word processing and reception skills.
 - Time management and organisational skills.
 - Knowledge of the local area and wider Wheatbelt region
 - Attention to detail
 - Ability to work independently and as part of a team
8. **KEY DUTIES/RESPONSIBILITIES**

Visitor Servicing

 - Undertake onsite training for Point of Sale and Transwa ticketing with staff support to provide a high level of customer service for visitors and Transwa customers;
 - Respond to counter, phone and email enquiries in a quality customer service focused manner and as promptly as possible;
 - Actively improve personal knowledge on local and regional tourism attractions;
 - Actively improve personal knowledge on local and regional tourism products and identify any new products for listing;
 - Retail merchandise, Transwa tickets, Cummins Theatre bookings and accommodation and tour product as specified and where applicable;
 - Maintain a current data base of accommodation providers, places to eat, tours, attractions and events throughout the Eastern Wheatbelt region for input and updates on relevant visitor information documents and websites.

- Understand the importance of keeping regional business information relevant and the value of providing this information to visitors.
- Maintain the presentation of the front counter.
- Keep notice boards up to date with necessary information.
- Actively gain an understanding of the information provided in all printed publications for our region, in particular the Eastern Wheatbelt Visitors Guide, the Central Wheatbelt Map & Guide, Eastern Wheatbelt Self-drive Trail and the Merredin brochure.

Administration

- Utilise the Microsoft suite of programs including Word, Publisher and Excel for data input and document creation and Outlook for emailing.
- Answer telephone enquiries in a timely manner.
- Undertake daily activities essential to the operations of the CWVC including taking Transwa bookings, using the point of sale (POS) system and associated equipment, completing EFTPOS transactions and monitoring office stationary to ensure supplies are available and reordered as required.
- Maintain a professional level of brochure racking from current brochure stock and advise colleagues when stock needs reordering.
- Assist in the daily reconciliation of the POS system and in the preparation of daily banking reports for the Senior Finance Officer and daily Transwa reports for filing.
- Undertake any filing of office forms as requested by staff or coordinator as required.
- Maintain daily records of visitation to the CWVC and transfer it to the data base to create graphs for monthly and annual reports.
- Maintain files of printed material and flyers for visitor information at the counter.
- Maintain a mailing record of visitor email and phone requests for brochures, maps and guides, and post as required.
- Share visitor travel email and phone enquiries with the Coordinator and other staff.
- Prepare travel itineraries for local product and event opportunities for individual or group enquiries.
- Support the Shire of Merredin Communities team in the planning of community events and promotional activities as required.

Merchandise Management

- Assist in maintaining merchandise stock in consultation with colleagues and the Coordinator by:
 - Advising when re-order of merchandise is needed;
 - Record new purchased stock at Point of Sale including new stock numbers, cost price and recommended retail price and print labels as required;
 - Receive and receipt consignment stock from existing suppliers by recording stock and numbers in the consignment receipt book;
 - Record receipted consignment stock at Point of Sales including new stock numbers, percent of commission, recommend retail price and print labels;
 - Assist in undertaking the preparation and stock count of an annual stock-take of merchandise and consignment stock.

Local and Regional Promotion

- Maintain up to date displays relating to local and regional events for visitor and community information on notice boards, CBD & Park bin posters in cooperation with staff and Coordinator.
- Maintain and keep in good order merchandising displays as required, under the direction of the Coordinator.
- Assist with the preparation of materials for trade shows, events and promotional activities under the direction of the Coordinator.
- Attend regional events or other tourism activities as required.
- Assist in organising various promotion posters for activities/events associated with the Shire of Merredin to be displayed on public notice boards and bin posters in a timely manner.

Transwa

- Have a full understanding of Transwa booking procedures and systems after training provided by Coordinator/ colleagues with the support of Transwa Agent Support or customer service officer.
- Be responsible for the ordering and stocking of all timetables and stationery needed for Transwa agency.

Other

- Perform any other duties consistent with the role as directed by the Central Wheatbelt Visitor Centre Coordinator.

9. ORGANISATIONAL RELATIONSHIPS

Responsible to: Central Wheatbelt Visitor Centre Coordinator
Library Manager

Supervision of: Nil

Internal and External Liaison

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

External: Visitors and the general public
Transwa
Shire of Merredin Councillors
Tourism Western Australia (TWA)
Tourism Council WA (TCWA)
WA Visitor Centres
Australia's Golden Outback (AGO)

Wheatbelt East Regional Organisation of Council (WEROC)
(Eastern Wheatbelt Self-drive Trail)
Roe Tourism Association Inc (Pathways to Wave Rock)
Pioneers' Pathway Advisory Group (Pioneers' Pathway)
NEWTRAVEL Inc (Wheatbelt Way)
Eastern Wheatbelt Local Governments
Eastern Wheatbelt Community Resource Centres
Central Wheatbelt Visitor Centre Members
Merredin businesses and community groups
Government Agencies

10. EXTENT OF AUTHORITY

Operates under the direction of the Central Wheatbelt Visitor Centre Coordinator, Library Manager and Executive Manager Strategy and Community Services within established guidelines, procedures, and policies of Council as well as statutory provisions of the Local Government Act and all other relevant legislation.

11. SELECTION CRITERIA

Essential

- Good communications skills with the ability to work well in a small team.
- Ability to use initiative.
- Good time management and organisational skills.
- Well-developed computer literacy, with the ability to utilise the Microsoft Suite of programs.
- Experience in customer service and cash handling.
- Ability to work flexible hours, including weekends.
- Current WA C Class driver's licence.

Desirable

- Knowledge of the Merredin and Central Wheatbelt region.

12. 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 staff must understand and comply with the Shire of Merredin Staff Induction, Code of Conduct, Policies, Procedures and Protocols.
- 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 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: