



## ■ Position Description

<b>Job Title:</b>	<b>Tourism Centre Customer Service Officer (Fixed Term)</b>
<b>Reporting To: -</b>	<b>Manager Tourism Centre</b>
<b>Remuneration level:</b>	<b>Negotiable depending on experience and qualifications</b>

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### Purpose of the position

The Customer Services Officer provides high standards of customer service to both external and internal customers of the Halls Creek Tourism Centre and provides quality assistance and administrative support to the Manager in the delivery of services.

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### Responsibilities

■ **Responsibility 1 To provide high standards of front line customer service in the day to day operation of the centre, and assist the Tourism Centre Manager in implementation of the Tourism Centre business plan.**

Authority Level Able to work semi-autonomously with support from the Tourism Centre Manager

Measurement

1. Feedback from customers indicates that the Tourism Centre Customer Service Officer provides a high level of service.
2. Demonstrated commitment to implementation of the Tourism Centre business plan.

■ **Responsibility 2 Support the Manager to promote an increase in visitations, length of stay and Tourism enjoyment of Halls Creek and surrounding region through effective Tourism servicing and regional tourism promotion.**

Authority Level Able to work semi-autonomously with support from the Tourism Centre Manager.

Measurement

1. Statistics and feedback demonstrate an increase of Tourisms to the area annually
2. Staff are customer focussed, provide an above average service and there are no substantiated complaints of poor service

■ **Responsibility 3 Ensure procedures and services are in place to respond to tourism enquiries via telephone, the website and email**

Authority Level Able to work semi-autonomously with support from the Tourisms Centre Manager.

Measurement Communications equipment is maintained to a high standard and responses to customer queries are timely, accurate and helpful.

■ **Responsibility 4 Provide destination advice as well as access and interpret product information**

Authority Level Able to work with support from the Tourisms Centre manager to provide appropriate tourism services.

Measurement The Customer Services Officer has a good understanding of the region and has product information to support destination advice and provides prompt, accurate and courteous advice and information to customers

■ **Responsibility 5 Assist the Manager to organise and implement merchandise sales and commission-based sales for Halls Creek and Kimberley tourism products**

Authority Level Able to work semi-autonomously with support from the Tourism Centre Manager to generate a wide variety of quality and relevant merchandise

Measurement Works in conjunction with manager to ensure product range is wide, is of good quality and turns over in a timely manner

■ **Responsibility 6 Handle and maintain accuracy in cash and credit card transactions for sales**

Authority Level Able to work semi-autonomously with support from the Tourisms Centre Manager to undertake accurate financial transactions which are accounted for in the manner prescribed by the Manager Tourism Centre.

Measurement Daily takings are accounted for accurately and to the satisfaction of the Manager Tourism Centre.

■ **Responsibility 7 To ensure (in cooperation with the Records Manager) that all documents for which the Customer Services Officer has responsibility are registered and managed in accordance with the Document Management Plan approved by the Chief Executive Officer.**

Authority Level The officer is expected to work in cooperation with the Records Manager.

Measurement

1. High level of cooperation with Records staff
2. All subject documents are managed appropriately in accordance with the Document Management Plan.

■ **Responsibility 8 Assist the Manager to develop and maintain a comprehensive register of all tourist facilities and services in Halls Creek and the Kimberley region**

Authority Level Able to work semi-autonomously with support from the Tourism Centre Manager

Measurement A register of tourist facilities and services in Halls Creek and the Kimberley is available

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**Responsibility 9** To comply with Occupational Health and Safety legislation and promote safe work practices including ensuring all OSH documents such as risk assessments, incident reports, hazard registers etc. are completed as soon as practical and delivered to supervisor and/or HR coordinator immediately.

Authority Level Able to work semi-autonomously within established procedures, with guidance from the HR Coordinator and/or OSH committee.

Measurement Ongoing vigilance to ensure risks are minimised/negated

## Relationships

**Responsible to:**  
Tourism Centre Manager

**Supervision of:** Nil (or as requested by the Manager e.g. volunteers)

**Internal/external liaison:**

### Internal

#### **With:**

1. Corporate Services Director
2. Records Manager
3. Other staff
4. Shire officers, Elected Members

#### **Purpose**

1. Financial arrangements
2. Document handling and Record keeping
3. Arranging travel for employees on Shire related matters
4. As required

### External

Local Community and Tourisms to the region  
Other tourism providers, both in and beyond Halls Creek  
WA Tourism  
Australia's North West (RTO)  
Events and festivals organisers and / or committees  
Business operators

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## Extent of Authority

- Accountable to the Tourism Centre Manager for the satisfactory completion of all duties within the set time schedule; to the appropriate standard, and in a safe and efficient manner in accordance with the OH&S act, regulations and requirements and Council policies which apply
  - Is responsible for providing a high quality of work and that tasks are performed in an efficient, effective and accountable manner
  - Uses a high level of initiative and flexibility within the parameters of Council's policies and procedures.
  - Contributes to the development of the Centre Management Plan and Tourism Strategy.
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## Specific Duties

- Assist the Manager with purchase of stock, ordering, pricing stock to agreed budget,
- Use flair and creativity in setting up presentations in the show room
- Provide high standards of customer service
- Provide accurate point of Sale transactions including cash, credit card and EFTPOS
- Reconcile and bank daily takings as requested
- Use computerised systems for stock, finance and Tourism statistics as required
- Cleaning as required

### **Administration:**

- Assist the Manager to provide information and opportunities to increase the profitability of the Halls Creek Tourism Centre
- Assist the Manager to create, collate and interpret Tourism surveys and statistics
- Assist the Manager to maintain communication with all tourist operators to ensure their patronage of the services of the Halls Creek Tourism Information Centre
- Assist the Manager to promote and maintain communication between the Halls Creek Tourism Centre and other Tourism centres within the Kimberley and Pilbara region and selected Northern Territory centres and others as appropriate.
- Completes required Occupational Health and Safety documents when appropriate

### **Other:**

- Comply with all corporate record-keeping requirements as they pertain to the Tourism Centre.
  - Foster positive and productive working relationships with all other sections of the Shire of Halls Creek organisation.
  - As directed by the Tourism Centre manager.
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## Person Specification

### **Skills**

- The ability to be innovative and self-motivated
- Ability to identify opportunities for the Shire to build upon the success of the Halls Creek Tourism Centre
- Well developed administration skills
- Highly developed interpersonal skills including well-developed communication skills.
- Well developed problem solving skills
- Adaptable to change
- Ability to efficiently and effectively organise their own work schedule and set priorities

### **Knowledge**

- Good working knowledge of information technology
- Knowledge of the tourism industry and travel agency requirements
- Good knowledge of modern office management
- Local knowledge of the Kimberley area

### **Qualifications and/or Training**

#### Desirable:

- A relevant qualification in tourism, marketing or a related field or an equivalent level of training and experience
- 'C' Class Drivers License

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## Selection Criteria

### Essential:

- Good personal presentation
- Well developed interpersonal skills
- Sound keyboard, numeracy and literacy skills
- Previous experience with cash handling
- Experience in the tourism industry
- Demonstrable ability to show initiative, seek solutions to problems within defined areas of responsibility and know when to seek assistance or support.

### Desirable:

- A relevant qualification in tourism, marketing, or a related field or an equivalent level of training and experience.
- Public relations and media skills

Signed.....  
Employee

Date.....

Signed .....  
Noel Mason, Chief Executive Officer

Date.....  
Reviewed 19 March 2019