

# KATHERINE TOWN COUNCIL – POSITION DESCRIPTION



1. POSITION INFORMATION			
POSITION TITLE:	Visitor Information Centre Manager	REPORTS TO:	Director Community Services
POSITION LEVEL:	6	FINANCIAL DELEGATION	\$5,000
DEPARTMENT:	Community Services	BUSINESS UNIT:	Visitor Information Centre
REVIEWED BY:	Human Resources	REVIEW DATE:	February 2023
APPROVAL DATE:		APPROVED BY:	CEO
2. POSITION CONTEXT			
<p>This position reports directly to the Director of Community Services and is responsible for the efficient and effective management of Council’s Visitor Information Centre services. This position must manage, monitor and motivate personnel of the Visitor Information Centre, providing a positive work culture that supports the values and mission of Council. This position manages the day to day services and develops and initiates key marketing strategies for the Katherine and greater regions, with a key focus on tourism development and potential exposure opportunities by developing and maintaining enriched relationships with key stakeholders.</p>			
3. POSITION’S KEY RESPONSIBILITIES			
<ol style="list-style-type: none"> <li>1. Manage the day-to-day operations, services and staffing at the Visitor Information Centre, providing high quality outcomes of service, fostering enriched relationships with key internal and external stakeholders, initiating continuous improvement of the teams’ service, change management and resource management whilst ensuring a safe and secure environment for staff, patrons and stakeholders</li> <li>2. Establish, manage, and monitor the Visitor Information Centre’s annual allocated budget and sales targets.</li> <li>3. Provide input and participate in the establishment of the Annual Report and Municipal Plan, provide monthly reports for Council, write standard and non-standard reports and business cases.</li> <li>4. Apply standard practices, processes and organisational skills to effectively deliver and coordinate high quality visitor information services.</li> <li>5. Comply with all statutory obligations, Katherine Town Council policies and procedures, and funding body agreements, work within the Local Government Act, Visitor Information Accreditation, and other legislation and regulations relating to all Team functions and areas of responsibility.</li> <li>6. Work with the Director of Community Services and other members of the Extended Leadership Team, members of Council and other Katherine Town Council colleagues, to ensure effective leadership and management of the Council’s Visitor Information Services in accordance with the values, and strategic direction of the Council.</li> <li>7. Ensure the development, implementation and on-going review of the Visitor Information Centre’s services, operation and strategic planning</li> <li>8. Develop, implement, monitor and adapt marketing techniques to best promote the Katherine and greater regions to the Tourism market, in collaboration with key stakeholders.</li> <li>9. Other responsibilities as shall be reasonably associated with or incidental to the above responsibilities or as shall, in the course of the employment, be agreed between the parties as being or forming part of the duties.</li> </ol>			
4. ORGANISATIONAL RESPONSIBILITIES			
<ol style="list-style-type: none"> <li>1. Ensure compliance with Workplace Health and Safety requirements. Comply with workplace procedures for risk identification, risk assessment and risk control. Participate in activities associated with the management of workplace health and safety. Identify and report health and safety risks, accidents, incidents, injuries, property damage and mishaps at the workplace.</li> </ol>			

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2. Assist in the implementation of the Katherine Town Council’s Local Counter Disaster Sub-Plan in the event of a disaster;
3. Ensure incumbent is dedicated to servicing our community and will listen to and proactively respond to their needs;
4. Foster sustainable, honest relationships with the community and stakeholders
5. Perform and deliver results that align with organisations strategic direction and serve our community;
6. Work in accordance with Council’s Vision and Mission statement.
7. Provide excellent customer service through incoming telephone calls, email and front counter enquiries

## 5. Level of Responsibility

Authority & Accountability	May be responsible for providing a specialised/technical service and for completing work with elements of complexity. May make internal and external recommendations which represent the employer to the public and/or other organisations. Employees are accountable for the quality, effectiveness, cost and timeliness of the programs, projects or work plans under their control and for safety and security of the assets being managed.
Judgment & Problem Solving	Judgment and problem solving skills are required where there is a lack of definition requiring analysis of a number of options. Typical judgments may require variation of work priorities and approaches; some creativity and originality may be required. Guidance and counsel may be available within the time available to make a choice.
Specialist Knowledge & Skills	Employees have advanced knowledge and skills in a number of areas where analysis of complex options is involved.
Management Skills	May provide higher level supervision of groups of operational, administrative, trades or technical employees. Employees supervised may be in a number of different work areas, requiring motivation, monitoring, managing and co-ordination to achieve specific outputs. Positions may require an understanding and implementation of relevant employment policies and practices.
Interpersonal Skills	Skills to communicate with employees in lower levels and the public. Employees in this level are expected to write detailed and non-standard reports and correspondences in their field of expertise.
Qualifications & Experience	Positions require working knowledge and experience of all work procedures for the application of technical, trades or administrative skills in the most complex areas of the job and suitable qualifications, which may include: <b>(a)</b> diploma or advanced diploma; or <b>(b)</b> appropriate in-house training or equivalent.

## 6. SELECTION CRITERIA

Essential	<ul style="list-style-type: none"> <li>• Demonstrated ability to meet the positions key responsibilities</li> <li>• Extensive knowledge, skills and experience in tourism industry or alike industry, with a focus around sales and marketing strategies</li> <li>• Qualifications in Business Management, Tourism and / or other related tertiary qualification</li> <li>• Ability and experience to lead a team environment and provide sound customer service advice and guidance</li> <li>• Demonstrated interpersonal skills which facilitates interaction, cooperation and trust with relevant groups coupled with excellent written and verbal skills</li> <li>• Experience in IT systems, including Microsoft products, Xero, booking systems (bookeasy) and website development tools</li> </ul>
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	<ul style="list-style-type: none"><li>• Ability to understand various legislation, statutory obligations and Council policies in order to make informed decisions</li><li>• Current NT Drivers licence</li></ul>	
Desirable	<ul style="list-style-type: none"><li>• Experience in Local Government</li></ul>	
<b>7. ACKNOWLEDGMENTS</b>		
Employee:		Date:
Manager/HR:		Date: