



Schedule 2 – Position Description

Position Name:	Tourism Officer
Position Number:	8010
Directorate:	Communities
Team:	Tourism
Position Status:	Permanent Full Time
Classification Level:	Queensland Local Government Industry (Stream A) Award Level 2-3
Reports to:	Tourism Coordinator
Located:	Longreach
Revised:	January 2025

Our Vision

Connecting Council and Community

Our Mission

Delivering Excellent Services

Our Values

1. A Safe and Healthy Work Environment
2. Inclusiveness and Respect
3. Consistency and Fairness
4. Teamwork and Staff Development
5. Performance and Value for Money
6. Leadership and Collaboration
7. Sustainability
8. Forward-looking

Position Objective

The primary objective of this position is to provide a high standard of friendly, accurate information and customer service to visitors and locals at the Longreach Explore Centre, Visitor Information Centre (VIC). This role includes creating travel itineraries, booking tours and museums, and offering advice on local attractions, accommodations, and events. Additionally, the position assists in promoting tourism in the greater region and relieves at the Powerhouse & Historical Museum.

By serving as an enthusiastic ambassador for the organisation and community, the Visitor Experience Officer ensures visitors and locals receive exceptional service and gain valuable insight into the region's attractions and events.

Position Responsibilities

Functional Areas	Key Accountabilities
Public Engagement and Communication	<ul style="list-style-type: none">• Provide information to the general public in person, over the phone, and via written correspondence relating to the Longreach Region and events.• Process and document mail outs, including emails, over-the-counter enquiries, etc.• Maintain social media accounts and liaise with contractors.• Assist with town-related event duties, as required.
Promotional Activities and Materials	<ul style="list-style-type: none">• Assist with the development of promotional material for advertising, using various methods of media, including print, social, electronic, and multimedia resources.• Ensure brochures, posters, and guidebooks are available for use in relevant locations and that they are easily accessible by the public.
Administrative Duties	<ul style="list-style-type: none">• Undertake general administration duties such as word processing, filing, preparation of correspondence, preparation of promotional materials, reports, and submissions.• Complete set tasks on time and within budget restraints.• Maintain records and statistical data associated with tourism, freedom camping, tour numbers, and all administrative records, including sales and receipting.• Support the Visitor Information Centre to achieve the relevant accreditation requirements.
Retail and Operations Support	<ul style="list-style-type: none">• Operate the booking system for the sale of tickets for museum tours and the POS system for the sale of merchandise.• Ensure the retail section is well-stocked and, when necessary, undertake the monthly stocktake.

Stakeholder and Team Engagement	<ul style="list-style-type: none"> • Contribute toward the building of stakeholder relationships and engagement opportunities. This may include regional heritage and tourism organisations, community groups, networks, individuals, and other stakeholders. • Assist with the training of new staff members, as required. • Provide support to the Executive Officer, Tourism, where required.
Heritage and Tourism Development	<ul style="list-style-type: none"> • Demonstrate an interest in assisting with museum, heritage, and cultural tourism program development and planning. • Experience relaying information relating to heritage and cultural tourism programs at a local level.
Professional Standards and Integrity	<ul style="list-style-type: none"> • Proven ability to gain co-operation and assistance from employees, clients, members of the public, and other stakeholders in the pursuit and achievement of specific and set objectives. • Carry out duties impartially and with integrity, with the overall aim of enhancing the reputation of Council. • Maintain confidentiality of all Council operations. • Any other duties as directed by senior staff, relevant to the position and within the capabilities of the officer.

Key Relationships

Supervisor	Tourism Coordinator	The Tourism Officer will have an effective relationship with the Tourism Coordinator and is responsive to their requests.
Works with -Internally	Tourism team	The Tourism Officer will have a positive relationship with their colleagues, which involves active collaboration, sharing ideas and working together to create a conducive environment.
Works with - externally	Customers, tourists, members of the community and other stakeholders	The Tourism Officer will have an approachable, attentive, respectful relationship with customers, tourists, members of the community and other stakeholders.

Inherent requirements

- **Interpersonal Skills:** Excellent customer service skills with the ability to communicate effectively with a wide range of people.
- **Passion for Tourism:** A genuine interest in tourism and enthusiasm for sharing knowledge about the region.
- **Medical clearance:** A pre-employment medical is mandatory for this role.

Position Requirements

Skills

- Able to demonstrate a commitment to Council's core values through personal action.
- Exceptional verbal and written communication skills with the ability to deal with all levels of customers.
- Ability to work cooperatively as a team member whilst being enthusiastic and self-motivated.
- Ability to demonstrate integrity, responsibility, respect, and innovation in all aspects of the position.
- Able to gain respect and create good working relationships across all levels of Council.
- Good attention to detail and a commitment to high quality work.
- Able to take initiative in improving processes to make them more efficient and effective.
- Excellent time management, organisation, and planning skills with an ability to prioritise and manage own time and meet critical timeframes.

Knowledge

- Understanding of how to maintain a safe working environment.
- Demonstrated knowledge of customer service principles.
- Demonstrated understanding of museum and tourism operations.
- Demonstrated knowledge of regional tourism attractions and places of interest, accommodation, and local history
- **Knowledge in multiple software applications including Windows based software such as Microsoft word or excel and relevant modules of Synergy Soft highly regarded.**

Mandatory Experience/Qualifications

- Current Class 'C' Drivers Licence with the ability to drive in rural and remote locations.
- Intermediate to advanced Microsoft Office skills (Word, Excel, PowerPoint, and Outlook)

Desirable Experience/Qualifications

- Certificate III in Tourism or recognised industry equivalent experience.
- Experience in customer service, specifically in the tourism field.
- Current First Aid and CPR certification

Additional requirements and working conditions

The following requirements and working conditions will be necessary in this role:

- Willingness to work flexible work hours that may include weekend work, as required.
- Willingness to attend relevant functions, meetings, workshops, seminars, and training courses, as directed.

Delegations and Authorisations

NIL

Physical Requirements

Physical Demand Category

☐ Sedentary Work

- ☐ Light Duty – Frequent lifting/carrying of objects weighing up to 5kgs.
- ☒ Medium Work – Frequent lifting/carrying of objects weighing up to 10kgs.
- ☐ Heavy Work – Frequent lifting/carrying of objects weighing up to 25kgs.

Audio-Visual Demands

- ☒ Depth Perception ☒ Colour Discrimination ☒ Peripheral Vision ☒ Hearing

Specific Actions Required

This job may include:

Standing/Walking

- ☐ None
- ☐ Occasional
- ☐ 1-4 Hours
- ☒ 4-6 Hours
- ☐ 6-8 Hours

Sitting

- ☐ None
- ☐ Occasional
- ☒ 1-4 Hours
- ☐ 4-6 Hours
- ☐ 6-8 Hours

Driving

- ☐ None
- ☒ Occasional
- ☐ 1-4 Hours
- ☐ 4-6 Hours
- ☐ 6-8 Hours

Work Environment

Attribute	Yes	No
Chemicals	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Cold	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Dampness	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Fumes/Gases	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Heat/Humidity	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Heights	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Noise	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Repetitive Motions

- ☒ Simple Grasping ☐ Fine Manipulation ☐ Pushing & Pulling ☒ Finger Dexterity
- ☐ Foot Movement

This Job Will Require

Manoeuvre	Frequent	Occasional	None
Bending	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Squatting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Climbing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Twisting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Reaching	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

- ☐ Plant operation with maximum seat rating of 150kgs

Workplace Health and Safety Obligations

All employees have a legal obligation to comply with regulatory requirements and LRC– SMS (*Longreach Regional Council's - Safety Management System*) incorporating WH&S policies, procedures and work instructions. These are introduced to ensure the health and safety of employees, contractors, visitors, volunteers, the public and the environment and remain compliant with Industry Benchmark Standards.

Employees of Longreach Regional Council have the following responsibilities for health and safety at work.

- Take reasonable care of their own health and safety and ensure that their actions do not adversely affect the health and safety of others.
- Comply with and follow all reasonable instructions for work health and safety (WHS) and cooperate with all reasonable WHS policies, procedures, guidance, instructions, and directions.

- To not intentionally or recklessly interfere with or misuse any substance or thing provided in the interests of WHS.
- Use Longreach Regional Council's WHS risk management approach, participate in risk assessments and assist in identifying and using control measures to eliminate or minimise WHS risks.
- Ensure safe work practices including operating and maintaining all machinery, equipment and plant in a safe way and holding licences and training where required.
- Report any worn out or defective tools or equipment or problems with tools and equipment.
- Comply with Council's induction and training requirements.
- Participate in meetings, training, consultation and other WHS activities such as inspections, incident investigations, and evacuation drills as required.
- Use, maintain and store personal protective equipment (PPE) in the appropriate manner.
- Be familiar with emergency and evacuation procedures for their work area and comply with instructions given by emergency response, including emergency wardens and first aiders.
- Report all problems with undertaking work, including concerns or signs of injury, discomfort, or ill health, immediately to their manager or supervisor.
- Report any unsafe situation, workplace hazard, injury, incident, or near-miss to their manager or supervisor immediately.
- STOP WORK if it not safe to continue and report concerns to their manager or supervisor.
- Assist in maintaining a high level of housekeeping, cleanliness, and tidiness.
- Undertake tasks as required to enable continuous improvement for WHS management.

Acknowledgement

This Position Description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the role.

Authorised By:	Tanya Johnson, Director of Communities
Signature:	
Date:	
Present Incumbent:	Vacant
Signature:	
Date:	