

Tourism Officer

Position Details

Location	Alpha Jericho, Barcaldine, or Aramac Muttaborra District Regional work and travel as required
Status	Part time or Casual
Industrial Instruments	Queensland Local Government Industry (Stream A) Award – State 2017 Barcaldine Regional Council Certified Agreement 2022
Classification	Minimum level 2.4
Reports to	District Manager
Direct Reports	N/A

About Council

Barcaldine Regional Council, located in the heart of the Central West of Queensland, is committed to providing exceptional services to the Barcaldine region, which includes the communities of Alpha, Jericho, Barcaldine, Aramac, and Muttaborra. With a wealth of talent within the organisation, and amazing facilities, we have created a vibrant workplace that blends old-fashioned, small-town charm with a rich indigenous history. We honour the Iningai and Bidjara peoples, the Traditional Custodians of this land, and embrace the diversity of Elders and community members.

Barcaldine Regional Council strives to provide our employees with a safe, secure, and supportive environment, where employees are encouraged to live by our values and reach their full potential. Our vision is to have a positive, sustainable, and innovative workplace, ensuring a bright future for all.

Our Values



HONESTY
WE ALWAYS TELL THE TRUTH



EMPATHY
WE WILL SEEK TO LISTEN AND UNDERSTAND THE PERSPECTIVES OF OTHERS. WE WILL TREAT ALL WITH KINDNESS



ACCOUNTABILITY
WE WILL TAKE RESPONSIBILITY FOR OUR CHOICES, ACTIONS, BEHAVIOURS, PERFORMANCE AND DECISIONS



RESPECT
WE WILL BE PRESENT, VALUE OTHERS AND WELCOME DIVERSITY



TRUST
WE WILL GAIN THE TRUST OF OTHERS BY LIVING OUR VALUES

Key Responsibilities

Visitor Centre Operations:

- Support the day-to-day operations of the Visitor Information Centre.
- Monitor visitor requests to ensure smooth operations and high customer service standards.
- Provide exceptional customer service, offering a solution-focused and can-do approach.
- Ensure stock levels, including brochures, promotional materials, and retail inventory are monitored and replenished as needed.
- Support retail operations, including selling merchandise, handling payments, and maintaining accurate inventory records.

Promotion and Marketing:

- Promote tourist attractions and community events through advertising campaigns and the development of promotional materials, including artwork, tourism guides, newsletters, and press releases.
- Prepare materials for tourism, community, and historical projects (e.g., history displays, brochures, and information sheets).

Stakeholder Engagement:

- Build and maintain relationships with stakeholders, businesses, communities, and other relevant stakeholders.
- Work with external and internal stakeholders and assist in the development and implementation of an overall tourism development strategy.
- Undertake customer feedback research to identify areas for improvement.

Fundamental Responsibilities

- Comply with all Council policies, practices, and procedures and fulfill Council reporting functions as required.
- Be aware of and comply with all statutory workplace safety legislation and Council's Work Health and Safety Management System, Work Health and Safety policies, procedures, and duty statements.
- Promote safe working practices and maintain a safe, neat and tidy work environment.
- Minimise wastage in all activities while ensuring safety and effectiveness remain uncompromised, adhering to environmentally responsible practices.
- Ensure the security and appropriate use of Council information at all times.
- Monitor personal qualifications and licences to ensure currency, and participate in formal and on the job training to assist in ensuring a satisfactory knowledge and skill base.
- Work cooperatively and effectively in a team environment, communicating reliably and regularly.
- Deliver high quality customer service within the organisation and to the public.
- Uphold high standards of ethical conduct and integrity in all activities.
- Actively engage with Council and community to identify needs and opportunities, and provide suggestions for improvement to enhance community well-being and foster sustainable development.

NOTE: Employees may be required to undertake additional duties within the limits of their skill, competence and training, consistent with their band level, and in any area of Council.

Physical Demands and Work Environment

- In this role, you will occasionally be required to lift and carry heavy objects (weighing up to 5kg), with occasional repetitive tasks (bending, squatting, climbing, twisting, and reaching) and motions (simple grasping, fine manipulation, pushing and pulling, finger dexterity, and foot movement).

- Incumbents must possess adequate peripheral vision, hearing, depth perception, and colour discrimination to effectively perform the duties of this position.
- Incumbents will encounter occasional exposure to risks in the workplace which will require you to follow relevant site processes and wear the appropriate identified personal protective equipment (PPE) to ensure the safety of all employees.

Essential Criteria

Education:

- Undergoing or completed a tertiary qualification in tourism or a related field

Licensing:

- Current Queensland class 'C' Driver Licence.

Experience and Knowledge:

- A minimum of two (2) years' experience in tourism or related areas.
- Strong understanding of regional tourism issues, including knowledge of the Outback and the region.
- Previous experience in marketing, promotions, and public relations.
- Excellent presentation and facilitation skills, with public speaking experience.
- High-level knowledge of administrative support functions.
- Literacy and numeracy skills commensurate with the position.
- Demonstrated proactive approach to establishing and maintaining positive relationships with stakeholders.

Acknowledgement

This position description is subject to change from time to time as Council's operational needs change and/or the organisation may be developed or restructured. Any such change shall be the subject of consultation with the position incumbent and others as may be deemed necessary or desirable. Further, it has been designed to indicate the general nature and level of work performed by employees within this classification and is not to be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the role.

Approving Manager:	
Signature:	
Date:	
Employee Name:	
Employee Signature:	
Date:	