



## **POSITION DESCRIPTION**

### **POSITION**

Tourism Manager

April 2010

# QUEANBEYAN BUSINESS COUNCIL

## POSITION SPECIFICATION

POSITION: Tourism Manager

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### 1. POSITION OBJECTIVES

- To manage the Queanbeyan Visitor Information Centre to ensure that it operates as a cost efficient retail outlet and a high quality provider of visitor information services.
- To position Queanbeyan as a major centre for high quality tourism events.

### 2. CORPORATE ACCOUNTABILITIES AND RESPONSIBILITIES

#### Customer Service

- Ensure that all policies, initiatives and practices relating to customer service are implemented and supported.
- Ensure that all internal and external customer needs and requirements are identified and are met in a realistic, cost effective and timely fashion.
- Co-ordinate the provision of customer services.
- Conduct ongoing reviews of customer service practices.

#### Quality and Innovation

- Ensure that policies, initiatives and practices in relation to total quality management, quality assurance and innovation are implemented and supported.
- Ensure that work practices and processes are subject to ongoing review and modification and innovations that facilitate service and performance improvement are fully assessed and, where appropriate, are adopted and implemented.

#### Safety and Risk Management

- Ensure that appropriate systems are established and actions taken to implement appropriate Occupational Health and Safety requirements.
- Ensure regular monitoring of Health and Safety performance in the area of responsibility.
- Participate in Occupational Health and Safety activities.

#### Organisational Development

- Ensure that policies and practices relating to the effective management of human resources are implemented and supported.
- Ensure that staff receive a level of training and development that meets their needs and provides an adequately skilled workforce.

### **3 REPORTING RELATIONSHIPS**

This position reports directly to:

- ***Chair, Queanbeyan Business Council***

The following report directly to this position:

- ***Visitor Information Officers***

### **4. KEY DUTIES AND RESPONSIBILITIES**

#### **VISITOR INFORMATION CENTRE**

##### **Administration and Operations**

- Manage, develop and monitor policies and operational procedures for the Visitor Information Centre ("VIC") to ensure that it operates as an effective and professional provider of visitor information services to the general public and state, regional and local tourism bodies.
- Co-ordinate the effective promotion of local tourism businesses at the VIC.
- Assist in the effective planning of tourism development initiatives by collating, analysing and presenting state, regional and local tourism statistical data.
- Develop, implement and monitor the provision of tourism related Internet Communications Technology including website maintenance.
- Manage the operations of the VIC to ensure that it achieves its objectives in the most cost efficient manner.
- Identify, implement and monitor commercial opportunities and additional services to raise revenue for the VIC.
- Contribute to the enhancement of VIC team outputs.
- Co-ordinate the purchase of local retail product.
- Implement and maintain accurate stock inventories and retail management systems.
- Develop and implement annual operational plans.
- Maintain Visitor Information Network accreditation requirements.

##### **Staff Supervision and Development**

- Manage the daily activities of staff at the VIC.
- Implement and monitor customer service standards.
- Conduct staff recruitment when necessary.
- Ensure compliance with OH&S requirements.
- Prepare and review Position Specifications, conduct performance reviews, identify and implement training needs for VIC staff.

## **5. PERSON SPECIFICATION**

### **Personal Attributes**

- Team oriented tourism professional who is self-motivated, achievement driven, has good analytical skills and is able to motivate staff to achieve results.
- Ability to relate to, and effectively communicate with, people at all levels within government, the tourism sector, the local community and the media-to gain their understanding, appreciation and support for the work being undertaken.
- Excellent written communication skills, in particular report writing and media releases.
- Well-developed negotiation skills.
- A strong commitment to customer service.

### **Technical Knowledge and Skills**

- Computer literate
- Financial management
- Ability to identify, analyse and control unacceptable risks.

### **Licences**

- A current driver's licence.

## **6. KEY SELECTION CRITERIA**

### **Essential**

- Experience in tourism management or a related field.
- Demonstrated knowledge and experience of current and emerging tourism trends.
- Demonstrated ability to build relationships with the local business community and external committees.
- Well developed research, analysis and planning skills demonstrated through substantial project work preferably in a tourism related discipline.
- Well developed organisational and time management skills and the ability to successfully manage competing priorities.
- Well developed communication and presentation skills
- Experience in the supervision of staff, budget management and reporting and in the management of tourism related events
- Knowledge of, and commitment to, Occupational Health and Safety policies and procedures
- A current driver's licence.

### **Desirable**

- A degree qualification in Tourism Management or a related field
- Knowledge of grant funding sources and proven experience in obtaining funding for projects related to tourism and events.
- Knowledge of web design and the development of tourism portals
- Knowledge of the Queanbeyan Area and its local and regional tourism issues, organisations and opportunities.
- Experience in the development of strategic business plans.
- Ability to work flexible hours including weekends and public holidays.