

Tourism and Communications Assistant

Incumbent Vacant

Department Governance

Main Purpose of the Role

To assist in the operation of the GHS Visitor Information Centre and promote the Council area and Holbrook Submarine Museum as a positive visitor experience.

To be an effective member of Council's Communications Team.

To promote the image of Council as being caring, courteous, engaging and efficient.

Reports to Executive Assistant – Tourism & Promotion Officer

Staff Supervised Nil.

Hours of Work Full Time – 35 hours per week

Salary	Grade	7	Band	1	Level	4	Step	E
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Last Reviewed 24 July 2017

Visitor Information Centre and Holbrook Submarine Museum

- Provide friendly, accurate and efficient service to all customers visiting or contacting the Greater Hume Shire Visitor Information Centre and Holbrook Submarine Museum.
- To develop and ensure the ongoing monitoring of policies and operational procedures associated with the service delivery at the Visitor Information Centre in line with the auditing requirements of the NSW Accredited Visitor Information Centre Program.
- Offer information and coordinate tour bookings of the submarine museum displays, control room and hologram.
- Assist, where possible, the Holbrook Submarine Museum Voluntary Curator to develop and maintain the museum exhibition and static display in Submarine Park.
- Assist the Executive Assistant – Tourism & Promotion to manage and ensure the continuous development of casual staff and volunteers.
- Undertake the purchase, presentation and sale of merchandise.
- Undertake cashiering, clerical and administrative duties to ensure the efficient running of the Greater Hume Shire Visitor Information Centre and Holbrook Submarine Museum.
- Assist in maintaining the Visitor Information Centre in a clean and tidy state.

Tourism

- Assist in the development and implementation of actions/outcomes relating to the Greater Hume Shire Council Visitor Experience Plan.
- Assist in the coordination, production and distribution of brochures, maps, events calendar and other marketing materials for the benefit of visiting tourists.
- Assist with the ongoing maintenance and updating of Greater Hume Shire's tourism website and social media sites.
- Assist the Executive Assistant – Tourism & Promotion to implement, manage, train and provide information to the Visitor Information Point network throughout Greater Hume Shire.
- In conjunction with the Executive Assistant – Tourism & Promotion, carry out promotional activities and offer information on attractions, tour routes and tourism operators to promote the Greater Hume Shire region as a desirable visitor experience.

Events

- Liaise with organisers running an event within Greater Hume Shire for event notification, application and inclusion in complementary Greater Hume Shire marketing materials and digital distribution.
- Maintain and update a digital Shire Events Calendar including production of "What's On in Greater Hume Shire".

Communications

- Assist in the implementation and monitoring of specified actions/outcomes relating to the Greater Hume Shire Council Communications Strategy and Implementation Plan
- Assist in the development and maintenance of Greater Hume Shire Council's website.
- Maintain Council's Social Media presence, including the collection of information and imagery, preparing copy and posting.
- Assist with preparing media releases, advertisements and implementing other communications activities as required.

Other

- Perform other tasks or duties as directed by the Supervisor which are within the limits of the employee's skill, competence and training.

Authority and Accountability

Decisions are either guided by practices, procedures and precedent or made in consultation with the immediate supervisor.

Decisions made by the job holder affect the work and activities of others within the section, work group or team.

Moderate planning is required to assure the appropriate sequence of activities and co-ordination of resources.

Judgement and Problem Solving

Problems are solved by examination and analysis of readily obtained information and the selection of an appropriate solution from a number of options.

The job holder is required to make judgments and interpretations based on analysis of information and straightforward situations. He or she will improve and develop methods and techniques.

Management Skills

The job holder may be required to coordinate volunteers engaged at the Holbrook Submarine Museum and Visitor Information Centre in consultation with the Visitor Information Centre Manager.

Interpersonal Skills

This job requires written communication skills, which enable the job holder to write correspondence, reports, and submissions that require original sentence and paragraph construction and wording.

Responsibility for providing information to customers and assisting with routine service problems.

Responsible for frequent co-ordination of and communication with other workers to gain co-operation for work production or service quality.

Part 3 – Skills Qualifications and Experience

Essential Criteria for Appointment

- Tertiary qualifications and/or experience in tourism, communications, marketing and promotion or other customer service related field.
- Demonstrate positive and supportive behaviours, consistent with Council's values, towards all staff, contractors and Councillors.
- Strong customer focus and highly developed customer relations and communication skills.
- Well developed computer skills, in particular Adobe Creative Suite (Photoshop, InDesign, Illustrator), Microsoft Office Suite and experience with Content Management Systems.
- Well developed understanding of social media and digital communications.
- Exceptional interpersonal skills and the ability to either work in a team or manage own time, set work priorities and plan the workload.
- Interest and enthusiasm for tourism and the promotion of the Holbrook Submarine Museum and Greater Hume Shire region.
- Knowledge of the Greater Hume Shire region and its attractions would be highly regarded.
- Availability to, when required, work either a Saturday and/or Sunday from 9.30 am to 4.30 pm as well as the possibility of additional flexible weekday hours, if required, to meet the demands of the position.
- Current Class "C" Driver's Licence

Part 4 – WHS & R Responsibilities Accountabilities and Authorities

The following responsibilities, accountabilities and authorities set out hereunder form part of your job description.

WHS & R Responsibilities

- Work with due care and consideration to safeguard your own health and safety and the health and safety of others, and to report any potential hazards, mishaps, incidents or injuries that may occur or become aware of during the course of work to your Supervisor.
- Comply with all safe work practices and procedures set in place by Management (following consultation with relevant employees) and to observe all instructions issued to protect your health and safety or the health and safety of others.
- Only undertake tasks that you have been appropriately trained in, and are qualified and competent to undertake in accordance with WorkCover and other requirements.
- Work towards achieving set WHS&R targets and target completion times.
- Support Rehabilitation in the workplace.
- Cooperate with Council in the fulfilment of obligations placed upon Council in accordance with the Work Health and Safety Act 2011 and Regulations.
- Participate in workplace WHS&R inspections.
- Be vigilant and report risks that may affect persons outside Council i.e. members of the public, visitors, etc.
- Such risks may be due to deterioration in roads, footpaths, parks, drains and other infrastructure.
- Ensure any WHS&R Records are created and maintained in accordance with Council's policies and procedures.
- Assist Management and/or trained staff in conducting WHS Risk Assessments and in the implementation of control measures.

WHS & R Accountabilities

- Following all Council Safe Work Practices and Procedures.
- Reporting all incidents, accidents and injuries prior to completion of work on the day.
- Participating in Team meetings.
- Complying with all externally issued safety and health instructions issued by WorkCover and government Agencies.
- Attending all compulsory and relevant training.

WHS & R Authorities

- To fix any problems/hazards within your scope of responsibility and financial delegation.
- To immediately report any problem/hazards outside of your scope of responsibility or financial delegation to your Manager, Supervisor or Team Leader for immediate action.

Critical Physical Factors

The following Critical Physical Factors are an indication of the types of duties expected of an employee fulfilling this role. Employees and candidates should be aware that they may be required to perform tasks up to and including these Critical Physical Factors as an inherent requirement of their employment.

- Ability to lift 15kgs floor to shoulder height occasionally
- Ability to squat and kneel on one or both knees occasionally for periods of 5 minutes
- Ability to climb steps/stairs occasionally
- Capacity to maintain fine hand and finger use during periods of sustained computer use
- Capacity to sit for sustained periods
- Capacity for sustained overhead work and the ability to reach above shoulder height for book handling or to access high storage areas. Periods of 10 minutes
- Ability to push and manoeuvre loaded trolley containing books or other materials
- Ability to alternate between sitting and standing constantly
- Capacity to perform repetitive neck rotation and flexion
- Ability to alternate between sitting and standing constantly.

Part 6 – Miscellaneous

Delegations

Nil.

Special Conditions of Employment

This position will be based in Holbrook.

Additional Duties

Nil.



Greater Hume Shire

simply greater

Tourism And Communications Assistant

A future to get excited about.....

Here at Greater Hume Shire Council we offer more than just a job, we offer opportunities with continual training to ensure you achieve your career goals.

Council is currently seeking applications from suitably qualified persons for the position of Tourism and Communications Assistant. This exciting position will require the successful applicant to undertake a range of tasks associated with the operation of the Greater Hume Visitor Information Centre and promote the Council area and Submarine Museum at Holbrook, as a positive visitor experience as well as being an effective member of Council's Communications Team.

Salary and Conditions

The position is based in Holbrook. Attractive employment conditions including a 35 hour per week working arrangement and 9 day fortnight will be offered to the successful applicant. This position is graded at Grade 7 under Council's salary system with salary in the range of \$962.80 to \$1,078.30 gross per week.

Enquiries

Council's Employment Application Guidelines for this vacancy can be downloaded from Council's website www.greaterhume.nsw.gov.au.

Further information regarding the above position can be obtained by contacting Council's Executive Assistant, Tourism & Promotions Officer, Kerrie Wise on 02 6036 0186. Applications along with your resume should be emailed to jobs@greaterhume.nsw.gov.au. Applications for the above positions will be received until 5pm Friday, 25 August 2017.

Greater Hume Shire is committed to providing a workplace that is free from discrimination and harassment and provides equal employment opportunities for current and prospective employees.