



POSITION DESCRIPTION

Position:	Tourism Assistant - Great Ocean Road Visitor Information Centre Permanent Part Time, 4 days (30 hours) per week Monday, Tuesday, Friday, Saturday
Enterprise Agreement Classification:	Band 4 (Colac Otway Shire Council Enterprise Agreement No. 10, 2025)
Division:	Office of the Chief Executive Officer
Department:	Customer and Communications
Reports to:	Coordinator Great Ocean Road Visitor Information Centre
Approved By:	Manager Customer and Communications
Date Approved:	October 2026

Colac Otway Shire Council strives to be a values-based organisation. Our values were developed by our people. They guide our behaviours, our approach to our work and to each other.

Our Values

- We are *supportive, inclusive and respectful*
- We take a *positive* approach to our work
- We commit to *safe work* practices
- We are *accountable and proactive*
- We act with *integrity*
- We *communicate* effectively
- We are *flexible and progressive*

Position Objectives

To ensure that Council:

- Provides a courteous, efficient and prompt service to all visitors to the Great Ocean Road Visitor Information Centre and Colac Otway Shire Residents.
- Actively promotes the greater region through the delivery of information on accommodation, tours and attractions to increase visitor spend and length of stay.



PART A	
Key Responsibilities	Expected Outcomes
Customer Service • Provide a high level of customer service at all times with counter, phone and electronic enquiries. • Assist in the day-to-day operations of the Great Ocean Road Visitor Information Centre including maintenance of accommodation referral System, presentation and distribution of printed materials, retail sales and completion of administration tasks. • Resolve customer service enquiries and feedback through accurate and efficient personal attention, following the Customer Service Charter. • Maintain up to date knowledge of legislation, policies, procedures, events, activities and changes to Council operations in order to provide accurate information and assistance to customers. • Accurately register and record customer requests using a wide range of computer systems including a Customer Request and Record Management System. • Perform administration and cashiering duties under supervision including receipting, reconciliation and banking by using Council's Financial Management System. • Be proactive in advising and recommending online services and information to residents and customers. • Facilitate a culture of continuous improvement, collaboration and exceptional customer service.	• High Quality customer service delivered to all customers that are conducted in accordance with Council's values and behaviors. • All visitors have a welcoming and positive experience, validating their research, and potentially even influencing their decision to stay longer, participate in more activities and spend more. • To ensure the Great Ocean Road Visitor meets VTIC Accreditation standards, all tasks, such as providing friendly and knowledgeable staff, offering accurate information, and adhering to safety guidelines, are completed.
Administrative Tasks • Maintain accurate and up to date visitor information including accommodation referral system database. • Provide support to local businesses with business listings and marketing opportunities.	• Delivery of accurate visitor information and effective business support, resulting in improved visitor experiences and increased promotion of local tourism businesses.



PART B

Classification Criteria

Accountability and Extent of Authority

The position is authorised/responsible for the following:

- Responsible at all times for meeting Council's standards of accessibility, courtesy, accountability, responsiveness and service and operate in a manner which provides a high level of customer service that enhances the Council's image.
- Ensure that information and output are of a quality which can be produced and maintained efficiently and effectively having regard to the needs of the customer.

Judgement and Decision Making

- Organisation of daily activities subject to priorities as determined by the VIC Co-ordinator.
- Ability to communicate with a variety of customers at all levels.
- Position has the authority to make decision on all matters regarding routine day to day management of the position.
- Decisions of a non-routine or politically sensitive nature must be referred to the VIC Co-ordinator or guidance and advice always being available within the time necessary to make the decision.

Specialist Skills and Knowledge

- Provide a friendly, courteous and responsive central point of contact for customer enquiries, transactions and customer action requests
- Resolve customer service enquiries and customer feedback through accurate and efficient personal attention
- Demonstrated knowledge of the local region, greater Victoria and tourism industry
- Demonstrated ability in the use of Microsoft Office computer packages, including works, excel, internet and email.
- Maintain up-to-date knowledge of legislation, policies, procedures, events, activities and changes to Council operations in order to provide accurate information and assistance to customers.
- Understanding of the role of Local Government and the services provided.
- General knowledge of various software applications including financial management systems, call centre software, customer relationship management systems & websites.

Management Skills

- Ability to effectively operate multiple systems and programs simultaneously.
- Ability to work without supervision and display initiative
- Ability to work with ease within a high-volume, high-pressure environment.
- Ability to set priorities to meet deadlines and key results targets by set KPI's.
- Ability to work in a busy environment requires you to balance competing priorities, available resources and regulatory constraint.

Interpersonal Skills

- Demonstrated high ability to work and relate effectively with a variety of clients offering a high level of customer service to both internal and external customers.
- Well-developed written and oral communication skills.
- Ability to work within a committed team.



PART B

Classification Criteria

Qualifications and Experience

- Experience in the Tourism or Hospitality, Events industries.
- Excellent communication and customer relations skills.
- Proven experience in a busy, customer focused environment.
- Demonstrated administration skills.

Special Characteristics

Current opening hours of The Great Ocean Road Visitor Information Centre are 8.45am to 5.15pm, 7 days per week.

PART C

Standard Organisational Responsibilities

Customer Service

- Promote and enforce Council's policy of excellence in customer service;
- Provide appropriate customer services to our customers in a prompt and engaging manner via social media or web updates;
- Maintain the highest ethical standards and confidentiality in dealing with data, our customers and each other.

Occupational Health & Safety/Risk Management

- Take reasonable care for your own health and safety and for the health and safety of anyone else who may be affected by your acts or omissions at the workplace;
- Co-operate with your employer with respect to any action taken by the employer to comply with any requirement imposed by or under the Health & Safety Acts, Regulations and Codes of Practice;
- Work within Occupational Health & Safety Acts, Regulations and Codes of Practice;
- Ensure Council's Risk Management Policy & Procedures are observed and complied with.
- Enforce Council's OH&S and Risk procedures with contractors and consultants.

Human Resources

- Identify training and development needs through Appraisal System for yourself and any staff you directly supervise, and participate in corporate training;
- Ensure adherence to Council Code of Conduct, Equal Employment Opportunity, Privacy procedures and other policies and programs;
- Participate fully in the Staff Performance Management System, Recruitment and Induction processes.



PART C

Standard Organisational Responsibilities

Information Management

- Ensure accurate and prompt registration of all customer requests within the request system, action and respond to assigned requests within a prescribed timeframe and according to Colac Otway Shire Performance Standards;
- Ensure effective use of relevant application software systems (appropriate level of training provided).
- Make and keep accurate and complete records of business activities, including email.
- Ensure the quality and accuracy of data used or enter into Content Manager.
- Understand records management obligations and responsibilities.
- Create records proactively, even those that would not otherwise be created from activities such as telephone conversations, verbal decisions, meetings, conferences etc.

Organisational Development & Business Improvement

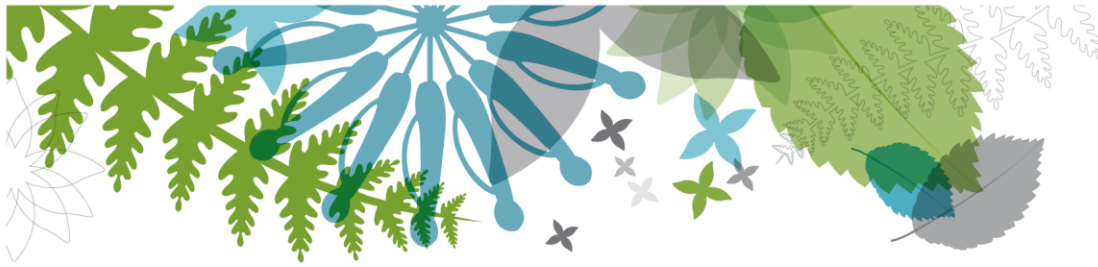
- Promote Council Values and participate in ongoing business improvement initiatives to continuously improve Council's systems and processes.
- Actively contribute ideas and suggestions which promotes a culture of innovative thinking.
- Participate in the development and monitoring of Unit Business Plan objectives as appropriate.
- Participate in the Employee Alignment and Engagement Survey as requested.
- Comply with the Colac Otway Shire Customer Performance Standards.

Emergency Management / Business Continuity

- As part of the duties associated with this position, the incumbent may be requested to assist Colac Otway Shire Council in responding to a crisis situation, should one arise, affecting the operation of Council and/or the wellbeing of the community.
- This may involve temporarily working in a different work location within the Shire undertaking different tasks. Priorities of Council will shift during a crisis event, and as such, Officers may find themselves engaged in work activities that differ from the key responsibility areas that are outlined in their Position Descriptions.
- Staff will not be seconded into roles that are beyond their existing skill sets.

Child Safety

- Ensure a child safe environment and contribute to a culture of child safety by fulfilling the responsibilities and requirements of Council's Child Safe Policy and procedures.
- Promote the cultural safety, participation and empowerment of children including Aboriginal, culturally and/or linguistically diverse children, and children with a disability.
- Respond promptly, fairly and transparently to any serious complaints made by a child, young person or their parent/guardian in accordance with Council's Child Safe policy.



Key Selection Criteria

- Demonstrated experience delivering high-quality customer service in a busy fast-paced environment.
- Demonstrated knowledge of the local region, greater Victoria and tourism industry.
- Demonstrated high ability to work with and relate effectively to a variety of clients offering a high level of customer service to both internal and external customers.
- Excellent communication skills and demonstrated problem solving abilities.
- Well-developed skills in Microsoft Office applications, including Word, Excel and email, to support efficient administrative processes.
- Proven ability to work efficiently and collaboratively in a team environment.
- Current driver's licence

Employee and Employer Agreement

We agree that the above is an accurate reflection of the duties and responsibilities of the position.

..... Dated: ____/____/____

Employee

..... Dated: ____/____/____

Direct Supervisor