



## Position Description

<b>POSITION TITLE:</b>	Tourism Coordinator
<b>DEPARTMENT:</b>	Corporate Services
<b>SECTION:</b>	Economic Development and Tourism
<b>CLASSIFICATION:</b>	Band 2 Level 3 Grade 13
<b>REPORTS TO:</b>	Manager Economic Development and Tourism
<b>DATE OF LAST REVIEW:</b>	17 March 2026

### PURPOSE OF THE POSITION

The Tourism Coordinator is responsible for the management of Council's Visitor Information Centre, including managing volunteers. They develop and implement marketing and communication strategies to drive visitation and industry engagement. The role is responsible for promoting the destination both through digital channels and the provision of visitor services.

### SELECTION CRITERIA

#### Essential

1. Tertiary qualifications in tourism, marketing or related field, and/or extensive experience and knowledge of the local visitor economy.
2. Demonstrated experience in content creation and development, including graphic design, video production, photography and copywriting.
3. Proven ability to leverage emerging technologies and trends across digital communication platforms to promote a Destination.
4. Demonstrated ability to recruit, supervise and support VIC volunteers.
5. Excellent interpersonal skills, including the ability to communicate effectively (both verbally and written).
6. Demonstrated ability to collaborate with internal and external stakeholders.
7. Demonstrated skills in Microsoft Office and related design software.
8. Business management and marketing experience.
9. Drivers licence.

#### Desirable

10. Established tourism industry networks throughout the Destination

## KEY RESPONSIBILITIES

### 3.1 Manage Visitor information Centre Volunteers

- Manage the recruitment, induction and WHS training of volunteers
- Manage rostering, communication and ongoing training of volunteers
- Ensure all volunteers are registered with Council
- Deliver professional development opportunities for volunteers including industry famils
- Promote working as a volunteer to the broader community
- Ensure volunteers deliver excellence in customer service

### 3.2 Visitor Information Centre Operations

- Design, source and manage souvenirs and products in the Centre
- Ensure that the Centre is well presented and adequately stocked
- Design, source and update printed collateral for the destination
- Ensure brochures are sent to other visitor points as requested
- Prepare, review and update information available at the Centre
- Maintain copies of all correspondence sent from the Centre
- Maintain a record of all financial transactions
- Provide a monthly summary of sales transactions, visitor data, and volunteer hours
- Manage the Google business listing for the Centre

### 3.3 Marketing, Communication and Industry Engagement

- Develop and implement a destination marketing plan
- Develop and manage the Destination's communications channels including social media platforms, website and newsletters
- Implement destination brand across digital and printed assets
- Analyse marketing and communications effectiveness to improve engagement
- Collect data and provide monthly reports to understand visitor and industry trends
- Coordinate events and initiatives that support industry development
- Broker relationships with industry stakeholders
- Manage ATDW profiles for the destination

**OTHER KEY CORPORATE RESPONSIBILITIES**

Work Health and Safety	<ul style="list-style-type: none"><li>• Follow safe practices/procedures to perform your duties in a manner, so as not to put yourself or others at risk of harm</li><li>• Participate in development of safe work methods and risk assessments with your supervisor when required;</li><li>• Actively participate in WHS inductions and training when required;</li><li>• Wear personal protective equipment (PPE) in the prescribed manner and when specified;</li><li>• Participate in workplace inspections if required;</li><li>• Take care of any plant or equipment of any kind, including computer and other telecommunication devices;</li><li>• Participate in emergency preparedness training, including any required knowledge for business continuity plans</li><li>• Report all hazards, near misses and damage to Nambucca Valley Council's property to the General Manager (or delegate).</li><li>• Where required for the position, either by legislation or through Nambucca Valley Council's policies and procedures, maintain all certificates, licences, operative training etc, and advise the General Manager (or delegate) of any change to these, including vehicle licences.</li><li>• Report all injuries/illnesses to the General Manager (or delegate) immediately;</li><li>• If injured at work, actively cooperate and participate to comply with obligations imposed under injury management and return-to-work plans where applicable.</li><li>• Report any potential public liability and professional indemnity exposures in your workplace to the General Manager (or delegate).</li></ul>
Council's Policies and Procedures	Comply with all Council policies and procedures which are relevant to the position. Identify where these are out-of-date and where improvement is needed
Customer Service	Promote a professional and positive image of Council. Take a pro-active approach to providing excellent customer service – to both internal and external customers.
Equal Employment Opportunity	Comply with the requirements of the Anti-Discrimination legislation and Council's policies and procedures relating to EEO and Anti-Discrimination. Take appropriate action to ensure an harassment-free workplace.
Ethical Conduct	Comply with the requirements of Council's Code of Conduct. Take appropriate action to ensure a workplace free from corruption, maladministration and serious and substantial waste.
Environmental Protection	Comply with the requirements of legislation and Council's policies and procedures relating to environmental protection. Take appropriate action to ensure the protection of the environment.
Statutory Obligations	Ensure that all statutory obligations are met in an appropriate and timely manner and are applied fairly and impartially.
Records Management	Ensure that all corporate records are fully and accurately captured and maintained, to comply with legislative requirements and business needs.
Teamwork	Support and promote teamwork through co-operation and communication.

**COUNCIL VALUES**

Council is committed to creating a workplace where staff demonstrate the following values in our behaviour and conduct:

<b>Professionalism</b>	Show drive and motivation, innovation, risk awareness, an awareness of strengths and weaknesses and a commitment to learning
<b>Accountability</b>	Take responsibility for own actions, act in line with legislation and policy and be open and honest
<b>Community Focus</b>	Commit to delivering customer and community focused services in line with strategic objectives
<b>Teamwork</b>	Be a respectful, inclusive and reliable team member, collaborate with others and value diversity
<b>Safety</b>	Strive towards a safety focused workplace culture to ensure the wellbeing of staff, their families and the community
<b>Value for money</b>	Achieve results through efficient use of resources and a commitment to quality outcomes

**ACCEPTANCE**

I, \_\_\_\_\_ confirm I have read and understood the Position Description. As the incumbent of this position, I agree to work in accordance with the requirements of the position and will abide by Nambucca Valley Council's policies and procedures.

I understand this Position Description is designed to guide the responsibilities and activities to be undertaken in this position and is not intended to be an exhaustive list. I acknowledge that the organisation, in response to changing priorities, may vary tasks and responsibilities from time to time.

Signature:

Date: