

Upper Lachlan Shire Council



Position	Visitor Information Officer
Reports to	Manager Economy Community and Tourism
Group	GOVERNANCE
Band/Level	1/3
Grade	4
Date revised	8 September 2026

Primary Purpose

To support the efficient and effective operation of the Visitor Information Centre through the provision of a welcoming visitor experiences and services.

Council Values

Council's values of sustainability, integrity, respect and professionalism guide the decisions, actions and conduct of all employees.

Accountabilities

- Assist visitors and members of the public with general enquiries and Tourism information in person and electronically.
- Maintain a high standard of presentation across all aspects of the Crookwell Visitor Information Centre operations ensuring a comprehensive selection of tourism information.
- Undertake the front and back of house service in the retail area of the Visitors Information Centre.
- Undertake sales of products, services and tickets and provide booking and reception services for the Crookwell Caravan Park and Shire Swimming Pools.
- Provide support as required to maintain the effective functioning of the Crookwell Visitor Information Centre and Shire Swimming Pools.
- Use resources efficiently, effectively and responsibly to complete work in a timely manner.
- Maintain relationships with industry and community to maximize awareness and use of the Visitor Information Centre.
- Contribute to the performance of Council: leading by example, demonstrating professional conduct, making the best use of knowledge, experience and skills, and being accountable for the decisions made.
- Ensure a safe working environment by taking accountability for own actions and complying with Council's WHS policies and procedures.
- Assist in the delivery of community and tourism events and tours as required.

The employee is required to undertake any other duties, projects or tasks as directed by their Manager and Department Director, which are within his/her skills, competence and training.

Key relationships

Internal	External
Tourism Team	Visitors to region
Other staff / CEO	Community groups and community members
Communications Coordinator	Southern Tablelands Steering Committee Members

Essential Criteria

1. Contemporary knowledge and demonstrated experience in providing quality customer service to a diverse range of customers in tourism or retail environment.
2. Demonstrated interpersonal skills, ability to communicate effectively, and respond to customer enquiries.
3. Proven ability to work productively as a member of a team and contribute to team goals.
4. Knowledge of and experience using the Microsoft Office product suite.
5. Demonstrated experience in cash handling.
6. Available to work weekends as part of a staff roster system.
7. Responsible Service of Alcohol (RSA) certificate.
8. Current class C Driver's License.
9. Working with Children Check or willingness to obtain prior to commencement.

Desirable Criteria

1. Certificate III in Tourism, Marketing or a related discipline.
2. Demonstrated experience in stock and consignment control.
3. Local knowledge of the Shire and related services.
4. Food Safety Certificate
5. Experience in working with volunteers including Ability to work with people from diverse cultures and backgrounds. Good communication skills and a friendly, helpful manner. Understanding of safe work practices. Honest and reliable. Desire to improve the social amenity of your Town/Locality

The position description should be read and applied, in conjunction with other corporate documentation that guides decision-making, actions and conduct including, but not limited to, the Code of Conduct, Delegations of Authority, legislation, policies, procedures and plans.

SALARY PROGRESSION CRITERIA

Visitor Information Officer



The emphasis at this level will be placed on the demonstrated application of the skills and knowledge required of the position. Assessments will be made based on the experience/qualifications of the jobholder and their ability to apply skills and knowledge to meet the accountabilities defined in the job description.

MINIMUM JOB REQUIREMENT

The jobholder is required to have met the essential criteria as described in the job description.

STEP 1 SKILLS	
Before being assessed for Step 1 Skills, the jobholder must have demonstrated achievement of all Essential Criteria described in the job description.	
When the jobholder demonstrates the achievement of all skills in Step 1, they are eligible for an increase in their rate of pay.	
1	Adhere to Councils customer service charter and internal policies
2	Complete daily cash handling procedures on time and with accuracy
3	Establish systems to ensure the brochure supply is fully stocked at all times
4	Maintain accommodation register
5	Exemplary maintenance of the Visitor Information Centre
6	Increase knowledge base of local tourism operators, landmarks and things to do
7	Collect Collate and make available accurate and timely reports and information to the Coordinator as required.
8	Promote a positive and professional image of Council.

STEP 2 SKILLS	
Before being assessed for Step 2 Skills, the jobholder must have demonstrated achievement of all Essential Criteria and Step 1 Skills.	
When the jobholder demonstrates the achievement of all skills in Step 2, they are eligible for an increase in their rate of pay.	
1	Maintain stock on hand in accordance with agreed targets
2	Assist in developing guide / promotional material
3	Zero controllable out of stock in the retail section

4	Maintain product audit register
5	Ensure the workplace complies with WH&S policy and notify coordinator of any issues
6	Ensure caravan park bookings are maintained for both permanent and short term visitors
7	Generate and implement daily, weekly, monthly AVIC operating procedures
8	Participate in staff meetings, famils and familiarisation sessions

STEP 3 SKILLS

Before being assessed for Step 3 Skills, the jobholder must have demonstrated achievement of all Essential Criteria, Step 1 and Step 2 Skills.

When the jobholder demonstrates the achievement of all skills in Step 3, they are eligible for an increase in their rate of pay.

1	Establish systems to ensure that promotional material is sent to all relevant parties
2	Generate and deliver Crookwell town tours
3	Demonstrate the ability to develop and maintain databases for the use in media campaigns and direct marketing programs.
4	Continue to train in the use of office administration, such as TRIM, Microsoft office, RMS and POS systems.
5	Accuracy of annual stock take is 98% or better
6	Package product e.g. itinerary for touring group

STEP 4 SKILLS

Before being assessed for Step 4 Skills, the jobholder must have demonstrated achievement of all Essential Criteria, Step 1, Step 2 and Step 3 Skills.

When the jobholder demonstrates the achievement of all skills in Step 4, they are eligible for an increase in their rate of pay.

1	Generate and maintain group touring packages and collateral
2	Help implement a sales promotion at least once a year that increases monthly sales over the same month last year
3	Help implement a new display/program/service that enhances the visitors experience to the Crookwell VIC at least once a year
4	Support Shire events to help them achieve their objectives

STEP MAXIMUM SKILLS REQUIREMENT

To achieve Step Maximum Skills the jobholder must apply a superior level of skills, knowledge,

competencies and expertise to the position. Step Maximum Skills will be achieved by the attainment of:-

1. Agreed competency and/or training/qualifications
2. Demonstrated efficiency and productivity improvements
3. Development and/or delivery of an innovative project
4. Continuous work improvement for a defined timeframe

Step Maximum Skills will be subject to determination and assessment by the relevant Director, in consultation with the jobholder. Before the jobholder can be assessed at Step Maximum, the jobholder must have achieved Steps 1, 2, 3 and 4 Competencies.

Note: Competencies will be obtained and/or developed from the following sources:-

- Training.gov.au
- Job-specific Skills developed by Council
- WHS standards
- Former position description skill steps