VISITOR SERVICES OFFICER

POSITION NO: 1474
CLASSIFICATION: Band 3
OCCUPANT: Vacant
DATE: October 2025

POSITION CONTEXT & OBJECTIVE(S):

Visitor Services Officers provide a range of visitor services based at Flagstaff Hill Maritime Village Tourism precinct. The unit aims to provide services to suit the needs of guests to the city with the aim of increasing visitor length of stay and economic/social benefit.

Visitor Services Officers also support the operation of Flagstaff Hill through a range of roles that facilitate the efficient operation and servicing of guests needs within the Precinct. Staff are provided with suitable training and support to develop their skills across the precinct and support operational requirements.

Our Visitor Service Officers welcome and provide visitors with a positive experience with the aim of increasing the length of stay and the likelihood of repeat visitation.

KEY RESPONSIBILITIES AND DUTIES:

Reception – Gift Shop – Information Centre

- To welcome guests to the precinct by providing visitors with friendly, accurate and efficient service.
- Attend to Flagstaff Hill Maritime Village precinct operational procedures including the use of online booking service, point of sale system, cash handling, end of day reconciliation, maintain appropriate stock levels and general housekeeping.
- To complete tasks including, but not limited to, the opening and closing the Reception/Visitor Information Centre, visitor bookings and enquiries, retail merchandising, group bookings, social events and membership program.
- Promote/ sell and assist guests to Warrnambool with information as requested on topics such as products and services (accommodation, events, attractions, retail)
- To attend to telephone, counter and online enquires with the aim of converting an enquiry into a sale. Cash handling including EFTPOS and other forms of payment processing is required.
- As required provide professional group tours of the city and Flagstaff Hill Maritime Village sharing your knowledge and love of Warrnambool.
- Assist guests with general historical queries through taking the query and directing to the suitable source of information.

Function/Events

- Support delivery of events/function around the FHMV Village precinct, or off site locations as required.
- Complete tasks associated with these events/functions – preparing to open and closing of activity, serving of activity
- As required assist in Responsible Serving of Alcohol (RSA) subject to maintaining of this RSA Certificate.
- Report any safety or equipment maintenance as required to FHMV Service Manager.

KEY SELECTION CRITERIA:

Applicants should address the following in their applications

1. Strong verbal and written communication skills with experience of public front of house.
2. Skills and knowledge in the areas of promotion, sales, customer service, public speaking and working to support a tourism brand.
3. Proficient in the use of computers including Word, Email and Point of Sale
4. Knowledge of tourism products and services - specifically history, geography, features and attractions.
5. Skills in administrative and customer service skills within an office environment including financial tasks.

The qualifications, skills and experience outlined in this position description are ideals to which the occupant will aspire. Unless specifically stated, they are not absolutely essential.

GENERAL EMPLOYMENT PROBITY CHECKS:

The incumbent must have and maintain a current Fit2Work Check (Police Records):

☑ YES
The incumbent must have and maintain a current Working with Children Check:
☑ YES

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ORGANISATIONAL RELATIONSHIPS:

Reports to:	Visitor Services Coordinator
Supervises:	Nil
Internal Contacts:	All Warrnambool City Council Staff
External Contacts:	Customers/ tourists, relevant suppliers of goods and services, user communities, local tourist operators and general public.

ACCOUNTABILITY AND EXTENT OF AUTHORITY:

- Accountable for the accuracy of the booking service, ticketing and retail, financial transactions and related records.
- Required to work within the established guidelines of the Flagstaff Hill precinct, including the Visitor Information Centre, Reception, Lodge/Garrison, Public Events/Functions
- Work is performed within specific guidelines and under general supervision.
- To be accountable for advice given to the public as accuracy and consistency is essential.

JUDGEMENT AND DECISION MAKING:

- Knowledge and experience in public services – tourism, hospitality or interpretative areas.
- Expected to make decisions within existing practice and policy guidelines with guidance and assistance from more senior staff.
- Knowledge of Flagstaff Hill Maritime Village Precinct, and wider Warrnambool region including its history and features
- Guidance and advice is always available.

SPECIALIST KNOWLEDGE AND SKILLS:

- Basic knowledge of tourism products and services - specifically history, geography, features and attractions.
- Limited skills and knowledge in the areas of promotion, sales, customer service, and working to support a tourism brand.
- Proficient and accurate computer skills including word processing, email, internet, point of sale together with proficient keyboard skills
- Capacity to liaise with members of the public to exercise discretion to reduce possible conflict.

MANAGEMENT SKILLS:

- An ability to work efficiently and effectively and at times with minimal supervision.
- Basic skills in managing time and planning and organising one's own work so as to achieve specific and set objectives in the most efficient way within the set timeframe.
- Able to effectively communicate and assist other employees by providing guidance, advice and training on routine matters.

INTERPERSONAL SKILLS:

- Effective communication skills with an ability to liaise with visitors, general public and internal employees.
- Provision of effective communication by promoting a positive image for Flagstaff Hill and Visitor Information Centre.
- Excellent telephone manner.
- Intermediate written and verbal communication skills with a level of comfortability in speaking in front of large groups of people.
- Ability to work as a part of a team.

QUALIFICATIONS AND EXPERIENCE:

- At least 4 years of secondary schooling and/or relevant short industry training course
- Previous experience in sales and customer service is essential (experience in tourism industry desirable).
- Intermediate skills in the use of computers including Word, Email and Point of Sale
- A background in sales, marketing and retail (desirable).
- Previous experience in public speaking, tour guiding or theatrical performance (desirable)
- Local knowledge of tourism services (desirable).

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TERMS AND CONDITIONS OF EMPLOYMENT:

The Terms and Conditions in this Position Description are to be read in conjunction with Warrnambool City Councils Enterprise Agreement.

AGREEMENT:

I accept and agree to the duties in this Position Description. I understand that this Position Description is to be read in conjunction with Warrnambool City Councils Enterprise Agreement and I agreed to abide by the terms and conditions stipulated therein.

Name:	
Signature:	
Date:	