



Position Title

Position Description

POSITION NO:	640055
DIRECTORATE:	Customer Innovation and Arts
DEPARTMENT:	Customer Experience & Transformation
SECTION:	Customer Service & Experience – Visitor Services
STATUS:	Temporary Part time till 30 April 2025
CLASSIFICATION:	Band 5
OCCUPANT:	
LOCATION:	Frankston Visitor Information Centre, 7N Pier Promenade, Frankston
APPROVED BY:	Director Customer Innovation and Arts
DATE:	October 2024

POSITION OBJECTIVE(S)/GOAL(S):

This position is responsible for leading the delivery of exceptional visitor services and supporting the promotion of Frankston City, fostering its growth as a key tourism destination. The role oversees the daily operations of visitor services, including the Frankston Visitor Information Centre and the roving ambassador program, while managing and engaging staff and volunteers. It ensures effective collaboration with the Events and Tourism and City Futures teams to promote local attractions and services. Additionally, the role coordinates the Street Art Walking Tours and manages locally sourced merchandise that highlights local, regional, and Australian-made products, supporting local businesses and enhancing visitor experiences.

KEY OUTCOMES AND RESPONSIBILITIES:

Visitor and Customer Services Coordination

- Provide accurate, friendly, and timely information to residents, visitors, and industry stakeholders across all service touchpoints, including the Visitor Information Centre, general customer service lines, and roving ambassador services.
- Ensure a welcoming, inclusive, and professional environment at all customer service touchpoints, maintaining high standards for both visitor and resident interactions.
- Develop and implement service protocols that enhance the visitor and customer experience, regularly updating service manuals and resources to address a wide range of enquiries.

Team Leadership and Training

- Lead and support both staff and volunteers to deliver exceptional service for both visitor-focused and general customer interactions, ensuring flexibility in addressing various service needs.
- Oversee and coordinate rostering for staff and volunteers where appropriate, including the Visitor Information Centre, Roving Ambassador program, and special events.

- Facilitate ongoing training and development for staff and volunteers, focusing on skills needed for general customer service, visitor information, and tourism-specific assistance.

Collaboration Across Departments

- Work closely with the Customer Operations, Events, Tourism, and City Futures teams to align visitor and general customer service standards, ensuring a cohesive approach to customer care.
- Support cross-functional projects that enhance customer and visitor experiences, including initiatives with Marketing, Communications, and external partners.
- Represent the customer service department in inter-departmental meetings to advocate for integrated services and share insights on enhancing customer and visitor engagement.

Service Quality Improvement

- Actively identify service gaps across all customer service and visitor information points, making recommendations for improvements to streamline processes and elevate service delivery.
- Collect and analyse feedback from customers, visitors, and stakeholders, using data to inform service adjustments and highlight areas for growth.
- Prepare and present monthly visitation and customer service trend reports to identify shifts in service needs and monitor the success of improvements.

Volunteer Coordination

- Recruit, train, and mentor volunteers for both visitor and customer service roles, ensuring they feel supported and are equipped to handle a variety of enquiries.
- Develop and implement volunteer engagement initiatives that recognise contributions and enhance retention across visitor services and broader customer service areas.
- Coordinate volunteer rosters and monitor performance to ensure high service standards are consistently met at all customer and visitor touchpoints.

Retail Merchandise Management

- Oversee retail merchandise inventory and budget, ensuring alignment with broader business plans and service standards.
- Maintain visually engaging and well-organised displays, regularly monitoring stock movement, markdowns, and promotions to support local businesses.
- Build and maintain relationships with suppliers, negotiating pricing and promotions that benefit both visitors and the local community.

Marketing and Promotion

- Collaborate with Marketing and Communications to create integrated campaigns that promote Frankston's visitor services, customer services, and local attractions.
- Actively represent Frankston at tourism and community events, promoting the city as a premier destination while engaging residents and visitors alike.
- Support both online and offline marketing efforts, helping to increase engagement and awareness for all service touchpoints.

Street Art Walking Tours Coordination

- Coordinate Street Art Walking Tours, rostering staff and volunteers as needed to provide engaging and informative experiences.
- Train and support tour guides to ensure tours align with Frankston's tourism objectives, with an emphasis on high-quality customer and visitor interactions.
- Integrate tours with city events where possible, monitoring attendance and feedback to recommend future improvements.

Organisational Responsibilities

- Cooperate with Council in relation to any actions taken to comply with the Occupational Health and Safety Act 2004 and ensure that actions taken by the employee do not interfere with or place at risk the health, safety or wellbeing of the employee or any person in the workplace.
- Ensure compliance with all Privacy Legislation and treat all information of a personal and sensitive nature concerning the business of Council, Ratepayers or Residents in a professional and confidential manner in accordance with Council's information and records management procedures.
- Ensure that all Council's policies, procedures, systems and work practices are implemented and adhered to, in particular, in human resource management, risk management, financial management, governance, procurement, and customer service.
- Act in a professional manner at all times while performing duties for and/or representing Frankston City Council in accordance with the Staff Code of Conduct.
- Frankston City Council has zero tolerance of child abuse and is committed to creating and maintaining a Child Safe and Child Friendly City where all children are valued and protected from harm and abuse. It is expected that the successful incumbent of the position will implement and adhere to the above statement and Frankston City Council's Child Safe Policy whilst completing their duties.

OTHER DUTIES:

Responsibilities and duties included in this Position Description are subject to the Multiskilling provisions of the Frankston City Council Enterprise Agreement.

Employees may be asked to assist with emergency related functions if the Municipal Emergency Management Plan is enacted. Under the *Emergency Management Act 1986*, this may include providing emergency response, relief and recovery services to the community.

POLICE RECORDS CHECK:

The incumbent must have and maintain a current Police Records Check: **YES**

WORKING WITH CHILDREN CHECK:

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

AUTHORISATION/DELEGATION:

The incumbent will be an Authorised Officer under appropriate delegations: **YES** **NO**

ORGANISATION RELATIONSHIPS AND RESOURCE MANAGEMENT RESPONSIBILITIES:

Reports to:	Team Leader Customer Operations
Supervises:	Customer Service Officers (Permanent & Seasonal) and Volunteers
Internal contacts:	All Frankston City Council employees
External contacts:	Residents, Visitors, Contractors, Discover Frankston Participation Subscribers, General Public, other Visitor Centres, Community groups and local business

ACCOUNTABILITY AND EXTENT OF AUTHORITY:

The incumbent is responsible and accountable for:

- Provide accurate, high-quality information to customers.
- Maintain a positive, professional, and friendly approach with staff and customers.
- Ensure accurate transaction recording and balance daily takings.
- Uphold the professional presentation of the Frankston Visitor Information Centre.
- Operate the Visitor Information Centre per standards set by the Team Leader, following all manuals and procedures.
- Regularly review and update policies, licensing, and operational manuals.
- Implement and adhere to HR, risk management, and OHS policies and procedures.
- Instruct volunteers per policies, ensuring goals are achieved through regular reporting.

The incumbent has the following delegations:

Approval of expenditure up to \$2,000

The incumbent is accountable for:

- adhering to and implementing the Organisational Responsibilities set out in the Key Outcomes and Responsibilities, above.

JUDGEMENT AND DECISION MAKING:

The incumbent is required to use judgement and make decisions relating to:

- Resolving sensitive customer enquiries, complaints, and issues.
- Providing information on visitor experiences, products, and services.
- Handling enquiries using guidelines and professional knowledge, with guidance as needed.
- Applying discretion within specific guidelines and established standards.
- Working towards clearly defined objectives.
- Using problem-solving and budgeting skills for effective resource and time management.

SPECIALIST KNOWLEDGE AND SKILLS:

The following knowledge and skills are required to be demonstrated and utilised:

- Proficiency in computer use, relevant software, and automated booking systems for full visitor information services and accreditation.
- Advanced skills in internet, email, social media, and design tools.
- Ability to understand, source, and promote tourism products within Frankston and nearby regions.
- Strong commitment to customer service excellence and attention to detail.
- Understanding of budgets, with the ability to operate within budget limits under Team Leader guidance.
- Knowledge of retail, sales, and marketing, with a creative approach.
- Skill in displaying and presenting information and merchandise attractively.
- Understanding of the 2019-2024 Frankston City Visitor Economy Strategy's long-term goals.
- Awareness of the economic contribution of visitors at regional and state levels.
- Knowledge of public program delivery in a visitor services setting.

MANAGEMENT SKILLS:

The incumbent must demonstrate and apply the following management skills:

Ability to meet deadlines and organise own work effectively.

- Skill in working collaboratively as part of a professional team with minimal supervision.

- Competence in overseeing staff and volunteers.
- Proficiency in coordinating promotional activities to attract visitors to the centre.
- Experience organising familiarisation tours (famils) to educate staff and volunteers on the region's offerings.

INTERPERSONAL SKILLS:

The following interpersonal skills are required to be demonstrated and utilised:

- Well-developed verbal and written communication skills - including the ability to prepare routine correspondence
- Self-motivation and an ability to work co-operatively and communicate professionally within a team and with other departments of Council
- Ability to undertake a variety of work concurrently with minimal supervision
- A commitment to delivering an excellent standard of customer service
- Ability to establish and maintain internal and external relationships to achieve the objectives of the position
- Ability to communicate with and support volunteers and staff

QUALIFICATIONS AND EXPERIENCE:

The following qualifications and/or experience are required for the position:

- Leadership experience in a Visitor Information Centre or similar environment.
- Strong communication skills for engaging with a variety of stakeholders and suppliers.
- Excellent computer literacy, including Microsoft Office and Visitor Information Centre software (e.g., BookEasy).
- Experience in managing staff and volunteers.
- In-depth knowledge of the Frankston and Mornington Peninsula region.
- Genuine passion for developing Frankston as a tourism destination.

The following qualifications and/or experience are desirable for the position:

- Tertiary qualification in Tourism or Marketing (or similar).
- First Aid Certificate (training available).

VARIATION TO CONDITIONS OF EMPLOYMENT:

These conditions of employment, your duties and your location may be varied by Council during the term of your employment in accordance with Council's Enterprise Agreement.

The Position Description will be reviewed annually, in conjunction with you, in accordance with Council's Enterprise Agreement, and as part of the employee's annual Performance and Development Review.

The Position Description is to be read in conjunction with the Council's Enterprise Agreement and the General Terms and Conditions of Employment

SELECTION CRITERIA:

Selection will be based on the following Selection Criteria. However, reference will also be made to other attributes, skills and knowledge as listed in the Position Description:

Mandatory/Essential:

1. Demonstrated experience in a leadership role within visitor services, a Visitor Information Centre, or a similar tourism-related environment.
2. Proven ability to collaborate with and communicate effectively to a diverse range of stakeholders, suppliers, and internal teams, ensuring alignment with broader city goals.
3. Experience in managing both staff and volunteers, including scheduling, training, and fostering a positive, collaborative work environment.
4. Strong knowledge of Frankston and the Mornington Peninsula region, including key attractions, businesses, and visitor experiences.
5. A genuine passion for the development of Frankston as a premier visitor destination and a proactive approach to driving visitor engagement and economic growth.

Desirable/Optional:

1. Experience in business operations, including retail management and merchandising.
2. Tertiary qualifications in Tourism, Marketing, or a related field.

PHYSICAL REQUIREMENTS OF THE POSITION:

The physical requirements of the position are outlined below:

Task	Performed Frequently	Performed Sometimes	Never/Rarely Performed
	More than 2 hours in 1 shift or continually for 30 min	Less than 2 hours in 1 shift	Infrequent use/activity
Keyboard duties	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reading tasks	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Writing tasks	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sitting (extended periods)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Walking/Standing (Briefly)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Walking/Standing (Extended)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driving Car/Utility/Tractor/Truck/Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lifting/Carrying duties (Light) <10kg	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lifting/Carrying duties (Heavy) >10kg	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pushing/Pulling tasks (Light) <10kg	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pushing/Pulling tasks (Heavy) >10kg	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Chopping/Digging tasks	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bending/Kneeling requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Climbing (stairs, ladders/scaffold)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Handling grease/oils	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Exposure to dust/dirt/hazardous materials	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Exposure to chemicals and/or detergents	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Stress - Difficult customers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tight deadlines	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (Please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exposure to hot/cold temperature	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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 Council's Enterprise Agreement and General Terms and Conditions of Employment, and I agree to abide by the terms and conditions of employment stipulated therein.

Name:

Signature:

Date: