



**Position Description
(Including selection criteria)
November 2023**

Tourism Officer

Shire of McKinlay
PO Box 177 Julia Creek 4823
Telephone: (07) 47 467 166
Email: employment@mckinlay.qld.gov.au

INFORMATION PRIVACY

Council advises that some of the personal information submitted by applicants for this position will be added to our database for communication and administrative purposes only, and will not be disclosed to any parties other than those involved in the selection process. You may access this information by contacting Council on (07) 47467 166.



McKinlay Shire Council is the southern gateway to the Gulf. The Shire spans some 41,000 square kilometres and townships include Julia Creek (the main hub of the Shire) and Nelia on the Flinders Highway and McKinlay and Kynuna on the Matilda Highway.

McKinlay Shire has a population of approximately 1000 residents. Its main industries are Cattle grazing, beef, mining ventures at BHP Cannington (the most concentrated silver/lead mine in the world), Eloise Mine and tourism.

Our vision

A Vibrant Community –

A focus on the health, wellbeing and general quality of life for the community.

A Strong Economy –

A focus on economic development to create employment growth and opportunity.

A Sustainable Environment –

A focus on the Shires built and natural environments and supporting infrastructure.

A Well Managed Shire –

A focus on Councils leadership and management of the Shire and its assets.

To do this, we will:

- ✓ Develop a learning organisation which provides a satisfying, rewarding and secure career for our employees while fostering teamwork, personal growth and respect for the individual.
- ✓ Support and promote economic developments
- ✓ Support and promote community developments
- ✓ Develop assets and infrastructure
- ✓ Achieve environmental sustainability
- ✓ Improve financial security

Our Organisational Structure

The McKinlay Shire is represented by 5 Councillors and managed by the Chief Executive Officer in accordance with the Local Government Act and various other Acts and regulations. The staff complement is 67 with an annual budget of \$25m.

Position Description

Tourism Officer

Title:	Tourism Officer
Department:	Community Services
Salary:	Level 3-4 Queensland Local Government Industry Award State 2017 \$58,762.53 - \$62,389.42/annum
Reports to:	Community Services Team Leader
Hours:	Mon to Fri 8.30am – 5pm (1 hour lunch) Note: Weekend work as required on rostered basis during tourism season

Position Objectives:

a) Objectives of Position

- To ensure the efficient and productive operation of 'At the Creek' - Julia Creek Visitor Information Centre.

b) Within Organisation

- To contribute to the efficient and productive operation of the local Government organisation and to maintain and foster team spirit amongst those in the working environment

Organisational Relationship

a) Accountable Supervisor:

- Community Services Team Leader

b) Liaises with:

- Operational Staff
- Community Members
- Tourists

c) Supervises:

- Day to day supervision of Casual Community Services Staff as required

d) Relieves:

- Nil

Duties & Responsibilities

- Efficiently manage (in accordance with Tourism Queensland Visitor Information Centre Signage Policy), the daily operation of 'At the Creek', the Julia Creek Visitor Information Centre, including animal husbandry for the Julia Creek Dunnart.
- To be involved in the development and promotion of tourism products to ensure McKinlay Shire remains a highly sought after Outback destination
- General duties including greeting tourists, in person, by telephone or email, and answering questions and giving information on historical sites, scenic areas, and other tourist attractions in McKinlay Shire and surrounding areas in the North West Region;
- To provide feedback from visitors to Council to continually improve our services to ensure travellers have a positive experience in the Shire;
- Compose written and online letters in response to enquiries;
- Manage the care of Julia Creek Dunnart including feeding, and hold educational shows for visitors.
- Work alongside various bodies to promote the Julia Creek Dunnart.
- Assist with representing Council at the various meetings and travel shows both locally and regionally as directed;
- To ensure that all local events and festivals receive support where required; through promotion to visitors
- Supervise and train casual staff;
- The development of static displays;
- To assist with distribution of McKinlay Shire tourism material to other tourist information centres;
- To assist with the promotion and co-ordination of weekly 'Monday Night Bush Dinners' during June – September each year
- To assist with the co-ordination of rostering 'Camp Hosts' for the 96 hour Free RV Friendly Rest Area during April to September each year
- Assist with maintaining records and preparation of statistical data associated with tourism numbers;
- Assist with the preparation and submission of a monthly report to Council by the nominated due date;
- To comply with Council's adopted Equal Employment Opportunity Policy at all times;
- To comply with the local government's adopted Code of Conduct at all times;
- To comply with all workplace health and safety standards at all times;
- Other duties as directed by supervisor;
- Other duties as directed by the Chief Executive Officer.

Workplace Health and Safety

- Report any workplace accidents / incidents to your supervisor;
- Comply with any reasonable instruction and cooperate with any reasonable policy or procedure relating to health and safety at the workplace;
- Contribute ideas and suggestions that promote safety awareness;

- Take reasonable care for your own health and safety and do not adversely affect the health and safety of other persons.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

Management Responsibilities: Nil

Statutory Responsibilities: To act within the established procedures, processes and guidelines with scope to apply discretion to individual situations.

Expenditure: Refer to Council's Procurement Policy

Performance Indicators

- Completion of all duties in a timely and effective manner;
- Prompt reporting of any difficulties encountered to the Accountable Supervisor;
- Compliance with all policies and procedures applying to the duties of the position;
- Compliance with all Workplace Health and Safety standards;
- Compliance with the adopted Code of Conduct;
- Punctuality and courtesy at all times.

SELECTION CRITERIA

SC1 Skills/Requirements:

- A genuine desire to be involved in tourism and the promotion of the McKinlay Shire and surroundings areas to tourists and general public alike;
- Excellent verbal and listening communication skills with a strong, enthusiastic and proactive customer service focus;
- High level of computer skills, including the ability to develop and maintain spreadsheets, record statistics, web pages, social media, and to troubleshoot technical problems with computer and AV equipment.
- Skills in managing time and working independently;
- Ability to supervise members of the public effectively;
- Ability to present a positive image of Council;

SC2 Qualifications or Relevant Experience:

- Hold a current 'C' class Queensland driver's license;
- Minimum education to Grade 12 or equivalent;
- Experience within Local Government favourable;
- Qualification and/or demonstrated experience working within the Tourism Industry.
- Animal husbandry and management, preferred but not essential.

SC3 Knowledge:

- A genuine interest, knowledge and understanding of outback tourism and lifestyle;
- Knowledge of the Workplace, Health and Safety Act and Regulations;
- Knowledge of McKinlay Shire and the surrounding areas.