

<b>Job Title:</b>	Tourism Officer	<b>Job Category:</b>	N/A
<b>Location:</b>	Tennant Creek	<b>Department:</b>	Visitor Services/Membership and Industry Support
<b>Level/Salary Range:</b>	\$60,000 + Super + access to generous salary sacrifice	<b>Position Type:</b>	Six Months

#### **Job Description**

### **TOURISM CENTRAL AUSTRALIA**

Tourism Central Australia (TCA) is the peak regional tourism organisation covering the Central Australia region that encompasses the local government areas of Barkly, Central Desert, MacDonnell and Alice Springs Town Council.

TCA is one of two official Regional Tourism Organisations (RTOs) in the Northern Territory (NT). TCA is a not for profit membership-based organisation governed by a Board of Management elected from the membership of the organisation as well as key stakeholders.

TCA is responsible for marketing Central Australia and the Barkly providing member businesses with advice and industry insights and support, operating the Alice Springs and Tennant Creek Visitor Information Centres and advocating to Government and stakeholders on behalf of our members for pro-tourism policies and developments.

As a business led organisation, we work in partnership with a wide variety of stakeholders including individuals, almost 350 member businesses and organisations and all levels of government, to benefit the visitor economy in the Central Australia.

Tourism Central Australia recognises the importance of tourism to the Northern Territory and Australian economy and the huge potential of the industry to further contribute to the economic development of the NT.

As the voice of the tourism industry TCA sees an important role for the organisation to advocate for the projects and vision to build the Central Australian visitor economy to \$1B by the year 2030.

### **POSITION OBJECTIVES**

Tourism Central Australia recently adopted a new three-year strategic plan. Within that plan there was strong focus on the importance of strengthening the visitor information centre network that TCA operates as well as the importance of increasing TCA's role in conversion and sales on behalf of our members. In addition the Strategic Plan identified the importance to strengthen the role TCA has in providing industry support and membership services to our operators.

### **ROLE AND RESPONSIBILITIES**

The key roles and responsibilities for this role include:

#### **Membership and Industry Support**

- To be the key point of contact between TCA and tourism and business operators and managers in the Barkly;
- To disseminate information to business owners and managers where appropriate
- To provide business advice and support and to connect operators to support measures.
- To act as the Secretariat for the Barkly Tourism Action Committee and assist where appropriate on key outcomes and actions of meetings.

#### **Tennant Creek Visitor Information Centre Support**

- Assist the Tennant Creek Visitor Information Centre Team Leader to provide visitor information at the Tennant Creek Visitor Information Centre;
- To assist with bookings for visitors and retail sales;
- In partnership with the Visitor Servicing team, maintain knowledge of member products, services and staff, ensuring that all changes and updates are communicated with the TCA team.
- Contribute to an effective Visitor Information Centre Sales team within Tourism Central Australia
- Co-ordinate the timely response to mail out requests and fulfilments
- Utilise booking systems and point of sale technology as needed to sell retail products and arrange bookings, reservations and confirmations.
- Respond to customer queries in person, via phone, mail or email providing suitable & timely information.
- Ensure customers receive up to date information relating to their trip, product or service
- Provide first line response to customer complaints in line with set policies and procedures

#### **Other duties**

- Other duties as required by the Visitor Services Manager, Membership and Industry Support Manager and Chief Executive Officer as and when required.

#### **SKILLS AND EXPERTISE**

- Understanding and knowledge of the business community in the Barkly region
- Ability to work with business owners to be develop mutually beneficial business outcomes
- A people's person willing to go above and beyond to provide information and advice on local tourism in the Barkly region.
- Uses data to guide decision making
- Proven understanding of booking systems

#### **Attributes**

- Ability to work in a fast paced and high-pressure environment
- Excellent presentation skills
- Excellent customer service
- Strong knowledge of tourism product in Central Australia
- Excellent personal presentation and pride in appearance
- Confidence in engaging and talking to customers and clients
- Genuine interest in working to drive Central Australia forward
- Contributes proactively and productively to team efforts
- Flexibility
- Ability to work with a diverse work force

I have read and understood the contents of this document and commit to carrying out the duties associated with this position in accordance with this document and company policy and procedures.

Name (Print): \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

In the presence of:

Name (Print): \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Approved By:	CEO	Date:	23 <sup>rd</sup> November 2020
Last Updated By:	Danial Rochford	Date/Time:	23 <sup>rd</sup> November 2020