



Job Title:	Yulara Visitor Information Centre Manager	Department:	Visitor Services
Location	Yulara	Travel Required:	Intra-territory Travel
Level/Salary Range:	\$75K + Super	Position Type:	Contract 30 th June 2026

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. TCA is a not-for-profit membership-based organisation. It currently employs a range of skilled staff across the region and is governed by a Board of Management.

TCA is responsible for marketing Central Australia providing member businesses with advice and industry insights and support, operating the Alice Springs, Tennant Creek and Yulara 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, businesses, and all levels of government, to benefit the visitor economy in the Central Australia.

TCA has a membership of just under 400 small, medium, and large sized organisations directly investing in TCA to deliver the work it does to foster growth of the sector and the region.

POSITION OBJECTIVES

The Visitor Information Centre Manager will be pivotal in leading and managing the operations of the Visitor Information Centre (VIC) in Yulara to ensure the delivery of exceptional visitor experiences and the promotion of Central Australian and Northern Territory as a premier tourism destination. Your main objectives will include championing visitor service excellence by supporting and developing staff to deliver accurate information and personalized recommendations, while fostering a positive and collaborative work environment. You will contribute to strategic planning and development initiatives, collaborating with stakeholders to enhance visitor offerings, focus on key sales targets, identify growth opportunities, and improve the overall visitor experience. You will oversee the management of visitor information resources, implement performance measurement systems, manage the VIC budget, and represent the organization at industry forums and events. By achieving these objectives, you will position Central Australia as a world-class tourism destination, drive visitor satisfaction, and contribute to the sustainable growth of the regional tourism industry.

POSITION ROLES AND RESPONSIBILITIES

Leadership and Team Management:

- Provide effective leadership and guidance to the Visitor Information Centre (VIC) team, fostering a positive and collaborative work environment.
- Set clear expectations, establish performance goals, and conduct regular performance evaluations for VIC staff.
- Promote professional development opportunities and ensure staff have the necessary training and resources to excel in their roles.
- Foster a culture of exceptional customer service, teamwork, and continuous improvement within the VIC team

Visitor Service Excellence:

- Oversee the provision of outstanding customer service to visitors, ensuring their needs are met and their experiences in Central Australia are memorable.
- Ensure VIC staff possess comprehensive knowledge of local attractions, activities, events, and tourism products/services to provide accurate and personalized information and recommendations to visitors.
- Monitor visitor feedback and implement measures to continuously improve visitor satisfaction and enhance the overall visitor experience.

Visitor Information Management:

- Oversee the management of visitor information resources, including brochures, maps, and digital content, ensuring accurate and up-to-date information is readily available to visitors.
- Implement efficient systems for collecting, organizing, and disseminating visitor information across multiple platforms and channels, both physical and digital.
- Regularly review and update visitor information resources to reflect current attractions, events, and offerings in Central Australia.

Stakeholder Engagement:

- Build and maintain strong relationships with key stakeholders, tourism operators, industry associations, and government bodies.
- Collaborate with stakeholders to support local initiatives, foster partnerships, and align efforts in promoting Central Australia as a premier tourism destination.
- Represent Tourism Central Australia and the VIC at industry forums, conferences, and networking events, advocating for the interests of the organization and contributing to industry development.

Performance Monitoring and Reporting:

- Ensure sales targets are met;
- Implement performance measurement systems to monitor the effectiveness of VIC operations and visitor satisfaction.
- Analyze data, generate reports, and provide insights on key performance indicators (KPIs) to identify areas of improvement and track progress toward goals.
- Use data-driven insights to make informed decisions, allocate resources effectively, and implement strategies for continuous improvement.
- Support industry research and insights to advance the tourism sector in Central Australia

Budget Management:

- In partnership with the Finance and HR Manager, develop and manage the VIC budget, ensuring effective allocation of resources and adherence to financial targets.
- Identify opportunities for revenue generation and cost-saving measures while maintaining a high standard of visitor service.
- Regularly monitor and report on budget performance, highlighting areas of concern or potential financial opportunities.

Operational Efficiency and Compliance:

- Ensure the VIC operates efficiently and adheres to relevant policies, procedures, and regulations.
- Implement and maintain systems for inventory management, financial transactions, and visitor information security.
- Oversee the maintenance and upkeep of the VIC premises, ensuring a clean, organized, and welcoming environment for visitors.

Other Duties

- Assisting in the key membership and marketing support of the organisation.
- Assist in providing support to other TCA Visitor Information Centres
- Fulfilling other duties as directed by the CEO to contribute to the overall success and smooth operation of Tourism Central Australia.

SELECTION REQUIREMENTS

To be successful in this role you will need to demonstrate:

Leadership and Team Management:

- Proven experience in leading and managing a diverse team, fostering a positive work culture, and promoting collaboration and teamwork.
- Ability to set clear expectations, provide guidance and support, and effectively delegate responsibilities to achieve team goals.

Visitor Service Excellence:

- Extensive knowledge and understanding of the tourism industry, with a focus on delivering exceptional customer service and ensuring visitor satisfaction.
- Demonstrated ability to train and develop staff to provide accurate information, personalized recommendations, and a memorable visitor experience.

Strategic Planning and Stakeholder Engagement:

- Strong strategic thinking and planning skills, with the ability to contribute to the development and implementation of strategic initiatives to promote Central Australia as a premier tourism destination.
- Proven experience in building and maintaining effective relationships with stakeholders, including tourism operators, local communities, industry associations, and government bodies.

Financial Management and Budgeting:

- Demonstrated ability to develop and manage budgets, allocate resources effectively, and monitor financial performance within established targets.
- Sound financial acumen and the ability to identify revenue generation opportunities and implement cost-saving measures without compromising visitor service quality.

Communication and Relationship Building:

- Excellent communication, interpersonal, and networking skills to effectively engage with a diverse range of stakeholders, including visitors, staff, industry partners, and government officials.
- Strong negotiation and conflict resolution skills to address customer complaints, manage challenging situations, and maintain positive relationships.

Innovation and Continuous Improvement:

- Proactive mindset with a focus on innovation and continuous improvement within the visitor information centre environment.
- Demonstrated ability to stay updated on industry trends, embrace new technologies and practices, and implement innovative solutions to enhance visitor experiences and operational efficiency.

SKILLS AND EXPERTISE

- Strong leadership abilities with the capacity to motivate and inspire a diverse team.
- Excellent interpersonal and communication skills to engage effectively with visitors, staff, and stakeholders.
- Exceptional customer service mindset with a focus on delivering outstanding visitor experiences.
- Strategic thinking and planning skills to contribute to the development and execution of tourism promotion initiatives.
- Financial acumen to manage budgets, allocate resources, and identify revenue generation opportunities.
- Ability to build and maintain strong relationships with stakeholders, including tourism operators and key stakeholders
- Problem-solving and decision-making skills to address challenges and make effective judgments.
- Adaptability and flexibility to thrive in a dynamic and fast-paced visitor information centre environment.
- Strong organizational skills to manage multiple tasks, priorities, and deadlines efficiently.
- Innovation mindset with a willingness to embrace new technologies and practices to enhance visitor experiences.
- Ability to analyze data and utilize insights to drive continuous improvement and achieve performance targets.
- Knowledge of the tourism industry, local attractions, and activities in Central Australia.
- Conflict resolution skills to effectively handle customer complaints and maintain positive relationships.
- Commitment to professional development and staying updated on industry trends and best practices.

TO APPLY

To apply for this role candidates must prepare a short one-page cover letter with an attached current CV. This should be addressed to:

Danial Rochford
Chief Executive Officer
Tourism Central Australia
Cnr Todd Mall and Parsons Street
ALICE SPRINGS NT 0871
And emailed to: ceo@discoverca.com.au

Applications for this role close at 5pm on 20th April 2024. Only applicants shortlisted will be contacted.

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:	CHIEF EXECUTIVE OFFICER	Date:	1 st May 2024
Last Updated By:	Danial Rochford	Date/Time:	1 st May 2024