

CENTRAL OTAGO DISTRICT COUNCIL

JOB DESCRIPTION

POSITION : **Visitor Centre Consultant**

REPORTS TO : Ranfurly i-SITE Team Leader

LOCATION : Ranfurly

PRIMARY OBJECTIVE

To act as the first point of contact to visitors and local residents in the community and to provide them with comprehensive, objective and accurate information regarding visitor attractions, accommodation, transport and general information in respect of the region. To sell and place bookings for attractions, accommodation and transport on behalf of visitors to the Central Otago region.

PRINCIPAL DUTIES AND RESPONSIBILITIES

The Visitor Centre Consultant will receive direction and guidance from the Ranfurly i-SITE Team Leader and the Visitor Centres Manager and will assist in the following activities:

- Comply with the requirements of a Regional Visitor Centre (VIN Inc) and undertake approved training.
- Provide visitors with general information about the area, attractions, activities and accommodation facilities according to the VIN Inc standards.
- Work within the Visitor Centre staff roster as provided by the Manager.
- Maintain the Visitor Centre displays to a high standard and ensure that information provided is up to date and relevant.
- Assist with monitoring the flow of visitors through the Centre/s.
- Balance daily takings from till and work sheet and report on any discrepancies.
- Assist with providing a monthly report on visitor flows, activities of the visitor centre/s and any identified issues / opportunities.
- Assist the Manager in the development of procedures and information packages that meet the needs of the customers.
- Assist with maintaining a local events database for surrounding areas and ensure that Tourism Central Otago staff have the appropriate information for inclusion on the www.centralotagonz.com website.
- Primary location of work is Ranfurly. On occasion you will be required to work at any of the Visitor Centres as requested by your Team Leader or Visitor Centres Manager.
- Strong customer service focus and a passion about the tourism industry.

- Respond to correspondence and emails within an acceptable timeframe.
- Maintain a close working relationship with the business community, especially tourism-related operators and proprietors.
- Maintain a close working relationship with Tourism Central Otago and support the collective marketing efforts of the wider Central Otago area.
- Maintain a close working relationship with visiting and local media.
- Maintain a closer working relationship with Community Services team members including the Regional Identity Manager.
- Assist with managing the Health and Safety requirements for Centre/s.
- Assist with managing the Pay and Display requirements.
- Assist with managing the brochure distribution for Central Otago brochures.
- Assist with the development of the Central Otago Holiday Guide publication.

KEY RESULT AREAS

Key result areas have been identified to assist in formulating performance objectives:

Task

Performance measure

Customer Service:

To answer all enquiries for information through the appropriate media, be it in person, by telephone, by letter/fax and/or email. Use brochures and the internet to research information as required.

Enquiries are answered promptly, efficiently and accurately, in a friendly manner. Customers are satisfied and provided positive feedback.

Bookings:

Make customer ferry, rail, coach, accommodation and attraction bookings and ticketing as required. (Bookings either with manual tickets or using on-line bookings system).

Correct legislative procedures are adhered to when placing a booking.

Bookings are made promptly, efficiently, and accurately, in a friendly manner. Full understanding of booking, ticketing and payment and payment systems is demonstrated. All booking conditions and requirements are explained to customers in accordance with legal requirements.

Promotion:

Liaison with local tourism operators and other tourism agencies including regional and other tourism organisations VIN centres. To keep the brochure stands stocked and well presented. Reordering to ensure that we do not run out of brochures.

Employee demonstrates a good working knowledge of the products and services that the centre promotes. Brochure stands are stocked and well presented. Keep a log of brochures on order and review weekly.

Administration:

To carry out such duties as may be requested by the Manager. Monitor the flow of visitors through the Centre.

Tasks are completed efficiently, on time and to required standards. Numbers are taken and recorded

To keep customer contact and booking statistics as required by the VIN Centre. Monitor brochure stocks and order as required to ensure stock levels are kept high.

Resource Use:

To ensure keyboard and computer skills and proficiency with computer applications (including the ability to move between software applications to locate and provide information) are up to date and efficient. Correctly use office equipment and report when maintenance is necessary.

Personal Development:

To maintain up to date local tourism knowledge and general national tourism knowledge. To attend regular product familiarisation training as arranged by the Manager. To complete relevant training in Tourism (Visitor Information) or industry accepted equivalent.

General:

To maintain VIN standards and conduct business in accordance with the VIN guidelines and objectives. To be responsible for daily duties in the Visitor Centre and all monies under one's responsibility at the Centre. To be responsible for presenting the Visitor Centre in a clean and tidy way.

Other Duties:

Other duties as assigned by the Manager as required.

daily. Statistics are available for reports as required. Brochures are stocked and ordered daily/weekly.

Computer applications are used to their full advantage providing up to date and accurate information to Visitor Centre staff and visitors. Equipment is being used efficiently and effectively and maintained.

Training opportunities are taken to expand knowledge of local and national tourism. Opportunities for familiarisation training are taken. Formal training is completed (including National Certificates and VIN papers).

Responsibilities are carried out to a high standard in accordance with VIN guidelines and objectives. Money is handled accurately and takings are balanced daily. General duties including cleaning tasks are completed in an efficient and pleasant manner. Individual presentation is always neat and tidy.

Duties are carried out in an efficient and pleasant manner.

RELATIONSHIPS

External

All public
Tourism Operators
Pay and display clients
VIN Inc

Internal

Chief Executive Officer
General Manager – Tourism Central Otago
Visitor Centres Manager
Ranfurlly i-SITE Team Leader
Visitor Centre staff in Central Otago and New Zealand
Tourism Central Otago
Regional Identity Manager

Committee/Groups

Promotion and Event Groups

PERSONAL QUALITIES AND QUALIFICATIONS

To be successful in this role the incumbent would need to display the following attributes and skills.

- Be knowledgeable about Central Otago.
- Have a high level of experience in customer service and the tourism industry.
- Have good financial management skills and be able to balance daily takings and till.
- Have good computer skills, in particular word processing (Microsoft Word and Excel) and email competence. Including the ability to move between software applications to locate and provide information. The ability to learn new on-line booking systems and move between them in a timely manner.
- It would be advantageous to have a good knowledge of reservations, ticketing and on-line bookings.
- It would be advantageous to have a good network of local contacts and tourism-related operators.
- Be self-motivating, self-directing, patient and able to use time effectively.
- Possess good communication and public relations skills, and be able to work with people from a wide range of organisations, backgrounds and cultures.
- Have a strong sense of accountability, keep others informed of actions taken, and demonstrate good judgement in knowing what and when to report.
- Have strong planning and organisational skills and the ability to work under pressure.
- Be flexible with good multi-tasking skills and work as part of a team.

CORPORATE VALUES PROPOSITION



OUR WAY

COURAGE TO BE THE BEST IN EVERY WAY EVERY DAY

What we mean

COURAGE is demonstrated strength, commitment and desire by you and the team

BEST is better than good, the best you and we can be; effective, efficient and responsible

EVERY WAY is everything you and we do, say and deliver

EVERY DAY is all of the time, on the good days and through the tougher times



OUR WAY IS
Epic Customer Experience
Clear Expectations of the Individual
Amazing Organisational Performance
Clear Sense of One Team and a Shared Purpose