Position Description

Gawler

Tourism & Visitor Services Officer

Division:	Community & Growth	**Classification:**	SAMSOA Level 4
Department:	Growth	**Date Reviewed:**	November 2026
Reports to:	Manager Growth		

About the Role

The Tourism and Visitor Services Officer coordinates the day-to-day operation of the Gawler Visitor Information Centre (VIC), supporting the delivery of high-quality visitor services across its seven-day operation.

The role coordinates VIC volunteers, visitor information, bookings, retail activities and administrative functions, while ensuring visitors and residents have access to accurate and engaging information about Gawler and the surrounding region.

The position also contributes to the promotion and continuous improvement of Council's visitor services and tourism initiatives, helping visitors explore more of Gawler and the surrounding region and supporting broader tourism and economic development outcomes.

Reporting and Accountability

Volunteer coordination: Responsible for the day-to-day coordination and support of Visitor Information Centre volunteers.

Liaison with: Town of Gawler staff, Visitor Information Centre volunteers, residents and visitors, local businesses and tourism operators, regional tourism organisations, visitor information centre networks, government agencies and other relevant stakeholders.

The position is accountable for the delivery of responsibilities outlined in this Position Description and agreed work plans.

Key Outcomes and Responsibilities

1. Visitor Information Centre:

Operations:

- Coordinate the day-to-day operation of the Gawler Visitor Information Centre (VIC)
- Provide high-quality visitor information and customer service to visitors and the local community.
- Assist with the development and maintenance of procedures, training materials and resources for staff and volunteers.
- Keep visitor information, brochures, displays and promotional material current, accessible and appropriately stocked.
- Coordinate retail merchandise and commissionable tourism products, including stock control and associated administration.
- Process bookings, ticketing, retail transactions and other visitor services offered through the VIC.

- Undertake cash handling, reconciliation and other routine financial processes in accordance with Council procedures.
- Collect and maintain visitor statistics and other service data and contribute to reporting on VIC performance.
- Identify and recommend improvements to visitor services, systems, processes and the visitor experience.
- Assist in maintaining relevant VIC accreditation, service standards and operational requirements.
- Ensure the VIC environment, amenities and equipment are safe, presentable, secure and fit for purpose.

Volunteer Coordination:

- Coordinate volunteer rosters to support the effective operation of the VIC across its seven-day service.
- Provide volunteers with day-to-day guidance, communication and operational support.
- Coordinate volunteer induction, training and familiarisation activities relevant to visitor servicing and VIC operations.
- Maintain appropriate procedures, information and resources to support volunteers in their roles.
- Support and manager volunteers, including day-to-day performance, conduct and other volunteer management matters, in accordance with Council policies and procedures.
- Foster a positive, inclusive and supportive environment for VIC volunteers.

2. Visitors and Tourism:

- Provide tailored visitor information, itinerary planning, quotes and bookings for attractions, accommodation, events, dining, tours and regional experiences.
- Maintain contemporary knowledge of Gawler and regional tourism products, experiences, events and services.
- Build positive working relationships with local tourism operators, businesses, visitor information networks and relevant industry stakeholders.
- Contribute to tourism marketing, visitor information and promotional activities, including digital and printed content.
- Support familiarisation activities, tourism events, trade shows and industry activities as required.
- Identify and communicate visitor trends, feedback, service gaps and opportunities to improve visitor services, tourism products and experiences.
- Assist local tourism operators and stakeholders with visitor servicing information and relevant Council tourism initiatives.
- Assist in maintaining visitor and tourism information across Council's digital channels and relevant tourism platforms, including the Australian Tourism Data Warehouse (ATDW).
- Contribute to Council tourism projects, action plans and visitor service initiatives as required.

3. Administration and Reporting:

- Maintain accurate records, databases and information relating to visitors, tourism operators, industry contacts, bookings and VIC activities.
- Prepare and contribute to routine financial, statistical and performance reporting for the Visitor Information Centre.
- Assist with monitoring VIC expenditure and provide information to support budget preparation and reporting.
- Coordinate routine purchases of goods and services within approved budgets, procedures and delegations.
- Coordinate routine maintenance requirements and report faults or replacement needs relating to VIC facilities, equipment and assets.

- Provide administrative and project support for visitor services and tourism initiatives as required.
- Prepare or contribute to reports, briefings and other information relating to VIC activities and outcomes.
- Undertake other duties reasonably required within the scope and classification of the position.

Selection Criteria: Qualifications/Experience

In undertaking the duties of your position with the Council, you acknowledge that, at a minimum, you meet all essential attributes listed below.

Qualifications & Experience

Essential

- Current South Australian driver's licence, or equivalent ability to independently undertake the travel requirements of the position.

Desirable

- Relevant qualification, training or certification in tourism, hospitality, business, customer service, volunteer coordination or a related discipline, or equivalent relevant experience.

Knowledge and Experience

Essential

- Demonstrated experience in customer service, visitor services, tourism, hospitality, retail or a comparable service environment.
- Experience undertaking day-to-day operational and administrative activities, including maintaining accurate records, processing transactions and compiling information or reports.
- Experience working effectively with staff, volunteers and/or members of the community.
- Knowledge of, or the ability to quickly develop knowledge of, Gawler and the surrounding region, including local attractions, experiences, events, businesses and visitor services.
- Demonstrated ability to use contemporary computer systems and digital platforms to support service delivery and maintain accurate information.
- Sound understanding of work health and safety responsibilities within a customer-facing environment.

Desirable

- Previous experience within a Visitor Information Centre or tourism environment.
- Experience coordinating or supporting volunteers, including rostering, training, communication or day-to-day guidance.
- Experience with visitor bookings, ticketing, retail sales, cash handling and stock control.
- Experience maintaining tourism information across websites, databases or industry platforms such as the Australian Tourism Data Warehouse (ATDW).
- Experience supporting tourism promotion, events, familiarisation activities or engagement with tourism operators and businesses.

Personal Skills & Behaviours

Essential

- Strong commitment to providing welcoming, responsive and high-quality customer service.
- Well-developed interpersonal and verbal communication skills, with the ability to engage confidently and respectfully with a diverse range of people.

- Strong organisational and time-management skills, with the ability to work independently, manage competing priorities and respond to changing operational needs.
- A proactive, practical and solutions-focused approach, including the ability to identify opportunities to improve visitor services and customer experience.
- Demonstrated reliability, initiative, sound judgement and accountability.
- Ability to provide clear, positive and respectful day-to-day guidance and support to Council staff and volunteers.
- Enthusiasm for promoting Gawler and the surrounding region, with the ability to confidently promote local products, experiences and services and encourage visitors to explore the broader region.

Other Requirements

- Ability to work flexible hours, including weekends and public holidays, in accordance with VIC operational requirements.
- Willingness to undertake familiarisation visits, industry events and other tourism activities as required.

Our Culture

The Town of Gawler is committed to developing a positive, constructive organisational culture through effective leadership, collaboration and continuous improvement. Employees are expected to contribute to a workplace that reflects our constructive culture and supports the achievement of Council's strategic objectives.

Our Values in Action

Our values guide how we work together, make decisions and deliver services to our community. Every employee is expected to demonstrate the following behaviours.

Value	What this looks like
Teamwork	• We understand our roles, responsibilities and how we contribute to the team. • We seek feedback and participate in learning and development to strengthen our contribution to the team. • We work together to achieve shared goals. • We value different perspectives and recognise and celebrate the contributions of others.
Integrity	• We act honestly, ethically and professionally in all interactions. • We maintain confidentiality regarding organisational, customer and colleague information. • We take responsibility for our actions and support a professional image of the Town of Gawler. • We are accountable for our decisions and follow through on our commitments.

Collaboration	• We build respectful relationships with colleagues, customers and our community. • We identify customer needs and respond in a respectful, courteous and professional manner. • We communicate openly and contribute constructively to decision making. • We work across teams and with our community to achieve positive outcomes.
Creativity	• We embrace new ways of working and continuous improvement. • We seek opportunities to improve services, processes and outcomes. • We work with colleagues and managers to implement innovative solutions that improve outcomes.
Positivity	• We treat everyone with respect and kindness. • We encourage and support one another through change and challenges. • We create an inclusive, supportive and welcoming workplace. • We contribute to a culture where people feel valued and success is recognised.

Corporate Obligations

Work Health and Safety

As a member of the Town of Gawler's team, you have the responsibility to take reasonable care to protect your health and safety, and the health of safety of others within your work environment (including your colleagues and, where appropriate, members of the public) whilst you are at work and/or working. More specifically, you are required to comply with your obligations under the Work Health and Safety Act 2012 (SA) (WHS Act) and Council's Policies and Processes in relation to Work Health, Safety, Injury Management and Rehabilitation.

In accordance with Section 28 of the *Work Health and Safety (WHS) Act 2012*, while at work you must:

- take reasonable care of your own health and safety; and
- take reasonable care that your acts or omissions do not adversely affect the health and safety of other persons; and
- comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the Council; and
- cooperate with any reasonable policy or procedure of the Council.

As part of the Council's safety management system, all workers are required to:

- report any hazards, near misses, incidents, accidents, injury or ill health which arise during, or as a result of, their work.
- correctly use, and maintain, any clothing and equipment provided for the purposes of WHS.
- maintain their workplace in a tidy and safe condition.
- ensure that their safety, and that of others, is not affected by the consumption of alcohol or other drugs.
- not interfere with, remove or displace any safety devices, guards or protective equipment unless it is part of an approved maintenance or repair procedure; and
- actively participate in consultation and consideration of all WHS issues that are pertinent to their workplace.

It is expected that all Council employees are fit for the inherent job requirements and physical demands of their appointed position and will remain so during the course of their employment, in line with reasonable work, health and safety expectations.

Records Management

Ensure compliance and adequately manage corporate records created and received according to relevant policies, processes, and legislation.

Policies and Legislative Compliance

Maintain awareness and compliance with Part 4-Employee integrity and behaviour of the *Local Government Act 1999* and all Council policies, procedures, processes and codes. Where applicable, ensure all work is undertaken within properly delegated authority, and is compliant with relevant legislation.

Variation and Review

The Council will review your Position Description as required for business or operational reasons. The Council may vary your Position Description following consultation with you. If your Position Description is varied, you and the Council will sign the amended Position Description to acknowledge its variation.

The incumbent will perform other duties as required.

Disclaimer

This Position Description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the job.

Acknowledgement of Incumbent

I have read the Position Description and acknowledge, understand, and accept the requirements and responsibilities of the position.			
Employee name:		(Signature)	(Date)
Supervisor name:		(Signature)	(Date)