

SUPERVISORY POSITION DESCRIPTION

TITLE: TEAM LEADER VISITOR ENGAGEMENT

STREAM: GENERAL OFFICERS STREAM

LEVEL: 5

SECTION: CITY ACTIVATION

POSITION: 10064

REVISED: OCT 2026

Position Objectives

The delivery and coordination of visitor services, destination marketing, and visitor engagement initiatives that grow Victor Harbor as a holiday destination of choice, consistent with the latest methods of marketing, customer service and visitor engagement.

Oversight of the business operations of the Victor Harbor Visitor Centre incorporating visitor services (digital and face-to-face) and the South Australian Whale Centre (interpretive centre & whale information service).

The provision of effective, efficient, contemporary and professional services to visitors, local businesses, the community and other stakeholders.

(a) Within Organisation

- To work cooperatively with the City Activation section of Council to influence growth and the economic benefits of tourism.
- To provide high-level customer service to internal customers and comply with established timeframes, policies procedures and standards.

(b) External to the Organisation

- To work cooperatively with Business Victor Harbor, Tourism Industry Council of South Australia, South Australian Tourism Commission, Fleurieu Peninsula Tourism and industry stakeholders on matters of policy that drives growth in visitation to Victor Harbor.
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Job Specification

Destination Marketing

The destination marketing aspects of the role are a shared responsibility with the Digital Marketing Officer and are implemented in accordance with the Victor Harbor Destination Board.

- Design and manage the publishing of content on the Visit Victor Harbor website and related digital platforms.
- Support the design and preparation of engaging content published on the Visit Victor Harbor social media platforms.

- Implement marketing strategies that supports increasing the profile and traffic through the Visit Victor Harbor website and related digital platforms.
- Prepare and implement an annual program of destination marketing initiatives that supports an increase in profile and realised visitation to Victor Harbor.
- Stay abreast of current visitor marketing strategies and technologies that supports the destination marketing outcomes.
- In collaboration with the Digital Marketing Officer, gather, interpret and analyse key data and statistical metrics that inform the design of destination marketing strategies and the extent of consumer engagement, both in-centre and online.
- Collaborate with Business Victor Harbor on the utilisation of the Destination Brand with local businesses, while reporting on the destination marketing initiatives as outlined in the partnership agreement with Business Victor Harbor.

Business Operations

The position is directly responsible for the co-ordination of visitor services, including the operation of the whale interpretive centre.

Key tasks and functions related to the operation of the business:

- Lead the preparation, display and distribution of visitor information presented within the visitor centre, and also on digital and online platforms that showcase Victor Harbor as a desirable holiday destination.
- Coordinate the retail merchandise offering at the visitor centre that reflects the destination marketing efforts, the nature of tourism activity and meets market demand.
- Oversee the the referral services that connects visitors to local tourism operators, including the design of on-going training of volunteers and staff in the process that contributes to the sale of local tourism product.
- In conjunction with the departmental manager, prepare, undertake business planning, review and maintenance activities for the visitor centre, including visitor information and whale-related services.
- Apply principles of continuous improvement to the design and delivery of visitor services to ensure that business efficiencies are achieved while broadening the service to an online audience.
- Administer the annual budget and business planning processes of Council as relevant to the visitor centre.
- Process and or assign all correspondence in accordance with corporate record requirements.
- Engage with Council's Operations unit on building maintenance related matters as required.
- Administer the education programming partnership arrangements and agreement, that supports the delivery of whale and marine education experiences in the centre.
- Oversee volunteer management including training, familiarisations, role definition, recruitment and induction, while supporting the Visitor Services staff to administer the day-to-day functions of the centre.
- Design and administer a communications system that supports the collation and dissemination of timely updates on whale sightings during the season.
- Coordinate public relations and media surrounding the launch of and key milestones during the annual whale watching season.
- Oversee the Whale Spotter Partnership, ensuring the provision of valuable information for visitors and other interested persons.
- Keep abreast of changing trends in consumer behaviour as it relates to prospective visitors sourcing information and apply to the services offered at the centre.
- Apply a policy and procedural framework that evolves, supporting modern business operations at the visitor centre.
- Maintain an exhibit collections register relating to the whale interpretive centre.
- Consider the maintenance and renewal of exhibits within the whale interpretive centre.
- Maintain accreditation in the South Australian Accredited Visitor Information Centre Program.

- Collaborate with members of the City Activation unit on timely strategic promotion of festivals and events and exhibitions occurring in the city.
- Provide updates to internal stakeholders on the performance of the visitor centre and its services, in particular to the Manager and or Director and via Council Member updates.

Tourism Industry and Stakeholder Liaison

- Represent the City of Victor Harbor at tourism industry related events as deemed necessary.
- Engage closely with Council's City Activation section, Business Victor Harbor, the South Australian Tourism Commission, the South Australian Tourism Industry Council, Fleurieu Peninsula Tourism and other relevant bodies as required.
- Support the design and delivery of tourism and business-related updates to local operators that support them to grow their businesses.

Visitor Centre Staffing

- Provide effective leadership to Visitor Services staff and volunteers through a supportive and collaborative environment.
- Undertake annual professional development review activities with assigned staff members.
- Oversee staff scheduled hours and assist with volunteer rostering that meets the needs of the visitor centre and related activities.

Other duties, within the classification level, as directed.

Requirements of the Position**Skills**

- Design of business management systems.
- High level of digital and online literacy.
- Destination marketing fundamentals.
- High level of expertise in the design of customer service business models that meet the modern expectations of customers, within limited resources.
- Demonstrated ability to lead and work as part of a team.
- Demonstrated ability to work with minimal supervision.
- Demonstrated problem solving skills.
- High level oral and written communication and public relation skills.
- Effective time management skills and ability to set priorities.

Experience

- Experience in business management, customer service, marketing or public relations.
- Experience in managing or coordinating a visitor service or a related customer service environment.
- Experience in Work Health Safety principles and procedures.

Knowledge

- Comprehensive knowledge and application of business systems.
- Working knowledge of and awareness of responsibilities relating to Council's Work Health Safety Policy.
- Working knowledge of Council policy, procedures and responsibilities.
- Comprehensive knowledge of customer service principles.

Qualifications

- Qualifications in business management, customer service, marketing, public relations or related fields will be highly regarded.

Attributes

- Knowledge and interest in local, national and international tourism.
- Ability to conduct oneself in a professional manner at all times.
- Ability to relate to people from various backgrounds.
- Ability to utilise initiative.
- A team first approach that is endearing to others.
- Demonstrates behaviours consistent with the City of Victor Harbor's values of **Trust, Respect, Accountability, Collaboration** and **Innovation**.

Training

- Ongoing training and attendance at appropriate external seminars and courses to upgrade knowledge and skills.
- Internal courses and/or seminars and on the job training.
- Participate in staff development and training programs as required.

Special Conditions

- The incumbent of this position may be required to work outside standard hours in special circumstances.

Requirements of the Employee**Work Health Safety Responsibility**

As a coordinator of a team, you must:

- Provide information, instruction and training to assist each employee/volunteer so that they are:
 - safe from injury and risk to health.
 - able to effectively and efficiently carry out the job.
 - provided with adequate opportunity to maintain or improve work related skills.
 - able to meet work health safety obligations within their area of responsibility.
- Respond to employee's concerns and enquiries on health and safety whether made directly or through Health and Safety Representatives (HSR's).
- Induct new employees or those moving to new tasks.
- Undertake injury management obligations within area of responsibility are met.
- Monitor and develop employees' skills.
- Develop safe working procedures.
- Assist with regular organised hazard inspections.
- Inspect work arrangements, work processes, work areas and equipment.
- Regularly analyse procedures and systems of work.
- Recommend appropriate corrective action within specified time frames.
- Give employees' feedback.
- Report and investigate accidents and incidents.
- Assist in determining factors that contributed to an accident.
- Take corrective action within a specified time frame.
- Consult with Health and Safety Representatives.
- Prioritise corrective action.

Organisational Culture

Our organisation is guided by five key values that define our culture and support our mission to deliver exceptional outcomes for our community. By embracing Trust, Respect, Accountability, Collaboration and Innovation, we create a workplace where people thrive, ideas grow and our community benefits. We look for individuals who share this commitment and model these values in all aspects of their work.

Records Management

Employees have a legal obligation to meet the requirements of the State Records Act and to comply with corporate Records Management Policy, Procedures and Standards and to properly use Council's corporate Records Management Systems.

Information Technology

Leveraging technology is vital in delivering the Council's strategic direction, to improve the customer experience, drive efficiency and simplify access to information. Employees have an active role in contributing to the ongoing development of organisational systems.

Customer Service

Employees are committed to providing the highest quality Customer Service both internally and externally and will ensure they comply with the City of Victor Harbor Customer Service Framework. The Customer Service Framework includes service standards and general information that details the required commitment to customers and the community. This helps to ensure that all reasonable requests and enquiries, including complaints, are responded to in a courteous, timely and fair manner and that Council resources are used efficiently and effectively.

Performance Evaluation

Performance evaluation shall occur in accordance with the Performance and Development Process (PDP) procedure and will take into account the performance against this position description (PD) and the performance indicators contained in the PD. '

Review

This job description is subject to regular review and amendment as required.

Organisational Relationship

- Work under the general direction and responsibility of the Manager City Activation.
- Supervise and lead a team of Visitor Services staff and volunteers.
- Actively collaborate with members of the City Activation unit.

Selection Criteria**Essential criteria:**

- Proven experience in the design and management of modern business and or customer service models.
- Skills and or experience in the area of digital and online visitor services or a related customer service area.
- Skills and or experience in the area of destination marketing and or marketing fundamentals.
- Proven experience in communications and public relations.
- Demonstrated time management skills and ability to set priorities.
- Demonstrated ability to lead and work as part of a team.
- Demonstrated problem solving skills.
- Demonstrated ability to work with minimal supervision.
- Sound knowledge of human resource management skills.
- Demonstrated knowledge of administrative processes, procedures and practices.
- Demonstrated commitment to provide high level customer service to the community, meeting the City of Victor Harbor Customer Service Objectives and Charter.
- Ability to consistently demonstrate behaviours that reflect the City of Victor Harbor's organisational culture and values-based expectations.
- Experience in Work Health Safety principles and procedures.
- Considerable experience in office management.

- Experience in volunteer management.

Desirable criteria:

- Qualifications in business management, customer service, marketing, public relations or related fields will be highly regarded.
- Working knowledge of Council policy, procedures and responsibilities.
- Knowledge of working within a local government context.
- Experience in managing or coordinating a visitor centre or service.

Performance Indicators

Primary Responsibility*	Target/Indicator*
Administer the business unit within the assigned budget.	Not exceed the balance of funds provided for by Council within the activity area budget.
Consumer and community engagement with the visitor services programs.	A 5% increase in either visitors to the centre compared with previous calendar year or 10% increase on engagement via digital platforms.
Continuous improvement applied to business and customer service models.	Introduction of at least 1 service and or business model improvement that drives either efficiency or performance of the business unit.
Participation in local business and tourism industry activities.	Attendance at Business Victor Harbor, Tourism Industry Council of South Australia, South Australian Tourism Commission and Fleurieu Peninsula Tourism events, activities and programs. Attend up to 3 per calendar year.

***Indicators and responsibilities to be reviewed on a regular basis and are subject to change**

Document Administration

Position Description approved by CEO

Signed 

Date 14/10/2026

Current incumbent:

Date appointed to position:

Date position description last reviewed: October 2026

Next review date: September 2027

Copy of Position Description provided to incumbent:

Signed: _____ (incumbent to sign and date)

Date / /