



VISITOR CENTRE CONSULTANT Position Description

PD Created / Modified: August 2023

Department/Group: Whanganui and Partners

Responsible To: Manager isite

Location: Whanganui Visitor Information Centre, 31 Taupo Quay, Whanganui

Position Purpose: **This position exists to:**

- Provide an excellent and effective customer focused sales service in both commissioned and retail sales.
- Provide comprehensive, objective and accurate information and booking services.

Whanganui & Partners was formed to enable economic development activities to work in partnership with key sectors that make a significant contribution to the economy of our district. Whanganui and Partners Ltd is a council-controlled organisation that will promote cooperation and create economic benefit for the Whanganui community. Whanganui and Partners will ensure that the economic development strategies across the tourism, business, education, creative and digital sectors are well informed and interconnected.

Functional Relationships

Key Internal and/or external contacts	Nature of the contact most typical: <i>(e.g. courtesy, understanding others, giving/receiving information, explaining things, liaising, advising, gaining cooperation, facilitating, influencing and persuading, resolving minor conflicts, mediating, negotiating, formal negotiation, supervising, leading.)</i>
Internal	
<ul style="list-style-type: none">• Visitor Centre staff.• Manager isite.• Whanganui & Partners staff.• WDC staff and management.	<ul style="list-style-type: none">• Receive direction, instructions and guidance from Manager isite.• Courtesy, understanding others, giving and receiving information, explaining things, liaising and supervising.
External	

Key Internal and/or external contacts	Nature of the contact most typical: (e.g. courtesy, understanding others, giving/receiving information, explaining things, liaising, advising, gaining cooperation, facilitating, influencing and persuading, resolving minor conflicts, mediating, negotiating, formal negotiation, supervising, leading.)
<ul style="list-style-type: none"> • Visitors. • Residents. • Tourism service providers. • Accommodation providers. • Dept. of Conservation staff. • Café staff. • Visitor Centre Tenant Staff. 	<ul style="list-style-type: none"> • Enquiries are answered, promptly, efficiently and accurately in a friendly manner. • Active listening ensures that customer's needs are met and customer feedback is positive. • Attention is paid to the fact that the customer's first language may not be English and the use of colloquialisms is avoided. • Courtesy, understanding others, giving/receiving information, explaining things, liaising and advising.

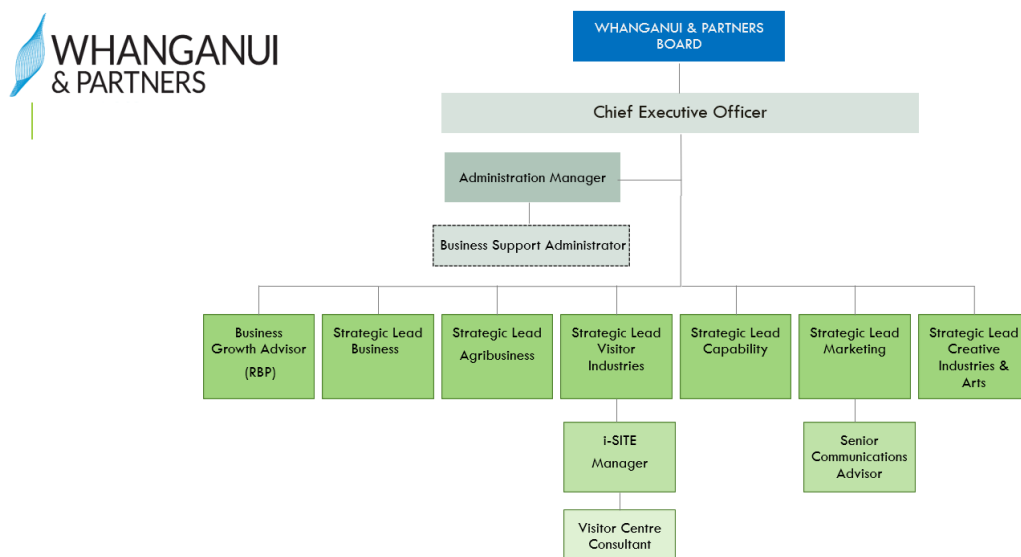
Responsible For:

Direct Management of Staff:	Nil
Indirect Management of Staff:	Nil

Financial Responsibility:

Delegated Authority:	In accordance with delegated authority guidelines
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Organisation Structure:



The position of **Visitor Centre Consultant** encompasses the following major functions or Key Result Areas:

1. Complete Retail and Commission Sales
2. Engage with i-SITE Visitor Information Centre Clients
3. I-SITE Visitor Information Administration
4. Supervise and Train Casuals
5. Customer Service
6. Long Term & Annual Planning Process
7. Emergency Management
8. Risk Management
9. Health & Safety
10. Professional Development and Training
11. Other

Key Result Area:	Job holder is successful if:
1. Complete Retail and Commission Sales	
<ul style="list-style-type: none"> Engage with i-SITE Visitor Information Centre clients. Answer enquiries. Complete customer bookings and ticketing. 	<ul style="list-style-type: none"> Demonstrates good listening and questioning techniques to ensure clients receive accurate information and sales are achieved where possible. Enquiries are dealt with effectively, efficiently, accurately and in a friendly manner using all media. (Phone, directly, web based, email, letter, fax). Appropriate media (Internet, on site records etc.) is utilised to research information requests and information is retrieved in a timely and unbiased manner. Customers are satisfied with the information provided, the delivery of the information, and provide positive feedback. A sound and comprehensive working knowledge of the retail and commission sales offerings is maintained. Process bookings for: Rail, Ferries, Airlines, Accommodation, Activities, Events, Coach, Attractions, Conferences and Corporate Travel. Bookings are legally compliant, completed efficiently, accurately, in a friendly manner and reflect the clients' requirements.

Key Result Area:	Job holder is successful if:
	<ul style="list-style-type: none"> • Booking, ticketing, payment and payment systems are adhered to. • All booking conditions and requirements are explained to customers, in accordance with legal requirements. • Itinerary plans are completed and presented in a professional, effective, timely and friendly manner, reflecting client requirements and expectations.
2. Engage with i-SITE Visitor Information Centre Clients	
<ul style="list-style-type: none"> • Engage with i-SITE Visitor Information Centre clients. • Promote the local tourism sector. • Plan detailed travel itineraries for clients. • Assist in the coordination of i-SITE Visitor Information Centre client, event and accommodation bookings. 	<ul style="list-style-type: none"> • Employee engages effectively with clients, demonstrating good listening skills and questioning techniques to ensure that the client receives the information they need and that a sale is made where possible. • Employee demonstrates a sound working knowledge of the products and services promoted by the centre. • Positive feedback from tourism operators is received. • Plans reflect client requirements. • Client budget expectations are met. • Plans are completed and presented in a professional, effective, timely and friendly manner. • Event participants receive effective and friendly service. • Accommodation booked reflects budget expectations.
3. I-SITE Visitor Information Administration	
<ul style="list-style-type: none"> • Complete assigned administrative and operational tasks. 	<ul style="list-style-type: none"> • Tasks and duties are completed efficiently, on time and to required standards. • Opening and closing the i-SITE Visitor Information Centre according to procedures. • Timesheets and other HR/Payroll administration is completed in a timely manner. • Visitor statistics are recorded for collation by the Visitor Centre Supervisor. • Storage room collateral is maintained at working levels, unpacked and reconciled on arrival, stored and shelved tidily to ensure

Key Result Area:	Job holder is successful if:
	<p>ease of access and a safe working environment.</p> <ul style="list-style-type: none"> • Brochure display and ordering is managed to ensure full promotion of tourism products. • Daily cash reconciliations and banking are completed when required.
4. Supervise and Train Casuals	
<ul style="list-style-type: none"> • Supervision and training of casual staff from time to time. 	<ul style="list-style-type: none"> • Casual staff are supported, directed and advised while on the job, and have clarity for appropriate decision making. • Casual staff ask for direction as required.
5. Customer Service	
<ul style="list-style-type: none"> • Demonstrate a “customer first” culture within the team, group and in the wider organisation. • Act as a Customer Advocate in the team, group and in the wider organisation. • See customer feedback as an opportunity to improve service. • Develop partnerships within the organisation to meet customer needs. • Contribute to the development of customer focused policies and procedure. 	<ul style="list-style-type: none"> • There is demonstrated application of the Customer First and associated guidelines. • The i-SITE Visitor Information Centre is tidy, attractive and presented in a manner of excellence and high quality. • Availability for customers is prioritised. • There is evidence of understanding of the needs of the customer. • Evidence of excellent customer service. • Any appropriate Service Level Agreement requirements are met. • All Whanganui & Partners and i-SITE customer service requirements and policies are complied with. • CRM and correspondence are responded to in required timeframe (where appropriate). • Customer queries/requests are followed through in manner that ensures closure.
6. Long Term & Annual Planning Process	
<ul style="list-style-type: none"> • Support and participate in the Long Term & Annual Planning Process for the Council when required. 	<ul style="list-style-type: none"> • The Project Manager receives effective support in achieving the Council’s statutory obligations in the development of the plans.
7. Emergency Management	
<ul style="list-style-type: none"> • Support and participation in Emergency Management for Council when required. 	<ul style="list-style-type: none"> • The Emergency Manager receives effective support in achieving the Council’s statutory and community obligations in emergency and risk management.

Key Result Area:	Job holder is successful if:
	<ul style="list-style-type: none"> Effective and active participation, and, where appropriate, the release of staff for emergency response situations and planned training.
8. Risk Management	
<ul style="list-style-type: none"> Compliance with Risk Management. 	<ul style="list-style-type: none"> Best practice risk management procedures apply to all projects and activities. Compliance with Council risk management policies and procedures. Risks associated with functions managed/policies being developed are accurately identified, evaluated and reduced.
9. Health and Safety	
<ul style="list-style-type: none"> Comply with all safe work procedures, policies and instructions. Report all incidents, hazards/risks and injuries to supervisors in a timely manner. Actively participate in the ongoing development of safe workplace practices in the Whanganui District Council. Take personal responsibility for own safety without putting others at risk. 	<ul style="list-style-type: none"> Comply with any reasonable instruction that is given to you by the PCBU or your Manager. Timely, full and accurate completion of incidents on the H & S electronic reporting. Participate in all Whanganui & Partners Health & Safety Induction programmes and updates as and when required. Demonstrate commitment to Health & Safety for yourself and your work colleagues.
10. Professional Development and Training	
<ul style="list-style-type: none"> Professional Development/Training Needs. 	<ul style="list-style-type: none"> Own training needs are identified through appraisal and training needs analysis. Agreed training programmed/development opportunities are taken up. Knowledge of both management and professional areas remains up to date. Participation in operator famils are available and requested.
11. Other	
Special projects are completed from time to time, meeting quality standards and deadline requirements.	

Note:

The above performance standards are provided as a guide only. The precise performance objectives and measures for this position will need further discussion between the jobholder and manager as part of the performance management process.

Work Complexity
<ul style="list-style-type: none"> • Determining customer needs in short time frames. • Providing sales solutions to i-SITE Visitor Information Centre clients' needs. • Selling products that enhance the customer experience. • Developing itineraries. • Casual staff supervision.
Level of assistance to solve problems
<ul style="list-style-type: none"> • Direct assistance from the Visitor Centre Supervisor is available. • General instructions or procedures with some room for interpretation within the booking and sales systems. • Precedents and broad guidelines exist in most areas of work. • The wider team both above and below this position are available to help solve problems.

Person Specification:

Qualifications	
Essential:	Desirable:
<ul style="list-style-type: none"> • National Certificate Level 3 in either: Tourism Core Skills, Tourism & Travel Core Skills, or Tourism Visitor Experience, or Travel. • I-SITE New Zealand certificates in Customer Service, Sales Training, and Cultural Awareness. • I-SITE New Zealand 100% Pure Welcome Workshop. • Tourism NZ 100% Pure New Zealand Specialist Programme. 	<ul style="list-style-type: none"> • National Diploma (or higher) in either Tourism, Business or Hospitality. • National Certificate Level 4 in Tourism Visitor Information.

Knowledge/Experience	
Essential:	Desirable:
<ul style="list-style-type: none"> • Experience in sales and customer service. • Experience in the use of the World Wide Web and information technology to undertake research and conduct sales. • Knowledge of the Whanganui district and its visitor offerings. 	<ul style="list-style-type: none"> • Experience with corporate and travel booking computer systems, particularly in the area of email, internet and the Microsoft Office applications. • Experience in handling money, including receipting and balancing.
Key Skills/Attributes/Job Specific Competencies	
<i>The following levels would typically be expected for the 100% fully effective level:</i>	
Expert	<ul style="list-style-type: none"> • Knowledge of New Zealand tourism product. • Knowledge of Whanganui. • Customer relations. • Salesperson.
Advanced	<ul style="list-style-type: none"> • Verbal and interpersonal communication skills. • Keyboard skills and familiarity with using a range of computer applications, including the ability to move between software applications to locate and provide information. • Ability to quickly learn and retain new information. • Ability to demonstrate adaptability to new technologies, systems and facilities that enhance customer service. • Ability to handle potentially difficult customers in a way that maintains the Visitor Centre's professional image.
Working Knowledge	<p>i-SITE</p> <ul style="list-style-type: none"> • Understands and follows i-SITE membership requirements and standards and how they affect the tasks and responsibilities of the position. <p>Council Policy</p> <ul style="list-style-type: none"> • Understands and follows Council policies and procedures and how they affect the tasks and responsibilities in one's job. <p>COMPUTER APTITUDE</p> <ul style="list-style-type: none"> • Understands PC operations such as operating systems, common spreadsheets and word processing software. Uses this knowledge to improve one's ability to perform job duties.
Awareness	<p>Health and Safety</p> <ul style="list-style-type: none"> • Understands Health and Safety in the Workplace and hazard identification.
Person Attributes	<ul style="list-style-type: none"> • A positive and enthusiastic attitude. • Motivated to gain knowledge and skills. • Ability to work under pressure with a level of flexibility. • Ability to build rapport quickly and easily with customers from a wide range of backgrounds, ages and cultures.

	<ul style="list-style-type: none"> • Motivated to sell quality products and services. • Proactive in providing suggestions to enhance the visitor experience. • Strong customer service focus.
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Variation

From time to time it may be necessary to consider changes in the position description in response to the changing nature of our work environment – including technological requirements or statutory changes. This Position Description may be reviewed as part of the preparation for performance planning for the annual performance cycle or as required.

Acceptance of Position Description:

I have read the attached Position Description and agree that it represents the duties I will perform for the above position.

Employee: _____ Dated: _____

Manager: _____ Dated: _____