



SHIRE OF PERENJORI

POSITION DESCRIPTION – CASUAL TOURISM OFFICER

Position Title	Tourism Officer
Classification of Position	Level 3 Casual
Award Agreement	Shire of Perenjori Enterprise Agreement 2025 (EA) supported by the Local Government Industry Award 2020
Direct Supervision	Nil
Reports To	Manager Corporate & Community Services
Department / Section	Corporate Services

1. POSITION SUMMARY

The Tourism Centre Officer is responsible for providing a welcoming, friendly and informative visitor experience at the Perenjori Tourism Centre during the wildflower season. The role involves assisting tourists with information on local wildflower locations, attractions, accommodation, events and services, maintaining the presentation of the Tourism Centre, and promoting Perenjori as a tourism destination through social media and visitor engagement.

2. KEY DUTIES / RESPONSIBILITIES

2.1 Visitor Information Services

- 2.11** Welcome visitors and provide accurate information regarding wildflower locations, local attractions, events, accommodation, services and places of interest.
- 2.12** Assist visitors with maps, brochures, directional information and travel planning within the region.
- 2.13** Promote local businesses, community facilities and tourism experiences where appropriate.
- 2.14** Respond to telephone, email and in-person tourism enquiries in a professional and timely manner.
- 2.15** Maintain current knowledge of seasonal wildflower conditions, road conditions and tourism opportunities within the Shire and surrounding region.

2.2 Tourism Centre Presentation

- 2.21** Ensure the Tourism Centre remains clean, tidy and welcoming at all times.

- 2.22 Dust shelves, displays and counters regularly.
- 2.23 Sweep and mop floors as required.
- 2.24 Keep visitor displays, brochures and promotional materials neatly presented and adequately stocked.
- 2.25 Maintain a clean, safe and attractive external entrance area, including removal of litter and basic tidying of surrounding outdoor areas.
- 2.26 Report any maintenance, safety or security concerns promptly.

- 2.3 Social Media and Promotion**
- 2.31 Regularly update the Tourism Centre Facebook page with photographs and information relating to wildflowers, attractions, events and visitor experiences.
- 2.32 Capture and share positive tourism content that promotes Perenjori and encourages visitation.
- 2.33 Assist with gathering visitor feedback, photos and tourism stories for future promotional activities.

- 2.4 Tourism Operations**
- 2.41 Monitor brochure stocks and replenish displays as required.
- 2.42 Record visitor numbers and other visitor statistics as directed.
- 2.43 Assist with the sale of merchandise or tourism-related items if required.
- 2.44 Maintain an accurate register of visitor enquiries, feedback and tourism information requests.
- 2.45 Support tourism-related events and initiatives undertaken by the Shire where requested.

- 2.6 Other Duties**
- 2.51 Promote the Shire of Perenjori in a positive and professional manner at all times.
- 2.52 Work collaboratively with Shire staff, volunteers, community groups and local businesses.
- 2.53 Undertake any other duties reasonably requested by the Manager Corporate & Community Services.

3. GENERAL ACCOUNTABILITIES OF THE POSITION
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- Maintain a courteous, helpful and professional approach with all visitors and community members.
- Provide accurate and up-to-date tourism information.
- Present a positive image of the Shire and local community.
- Exercise initiative and work independently with minimal supervision.
- Adhere to all applicable Shire policies, procedures and workplace health and safety requirements.
- Maintain confidentiality where required.
- Ensure the Tourism Centre is secure when opening and closing the facility.

4. SELECTION CRITERIA

Essential

- Friendly and professional customer service skills.
- Good verbal and written communication skills.
- Sound organisational and time management skills.
- Ability to work independently and use initiative.
- Good computer skills, including social media platforms such as Facebook.
- Ability to maintain a clean and presentable workplace.
- Current C Class Driver's Licence.

Desirable

- Knowledge of the Perenjori district and surrounding tourism attractions.
- Knowledge of local wildflowers and seasonal attractions.
- Experience in customer service, tourism, hospitality or administration.
- Experience creating social media content and taking photographs.