

**BALLINA VISITOR INFORMATION CENTRE
VOLUNTEER AIRPORT AMBASSADOR
ROLE DESCRIPTION**



OVERVIEW OF THE BALLINA VISITOR INFORMATION CENTRE

The Ballina Visitor Information Centre (BVIC) is a level 1 Accredited Visitor Information Centre located on the corner of River Street and Las Balsas Plaza, Ballina. We are open 9.00am to 5.00pm seven days a week, including public holidays. The centre operates within the Strategic & Community Facilities section of Ballina Shire Council.

The BVIC provides a range of information on accommodation, tours, attractions, tourist drives, etc. through various communication channels.

OUR VALUES

Creative

We utilise infrastructure, technologies, knowledge and relationships to develop innovative outcomes to challenges and provide the best possible service to our community. We use this creativity to successfully administer the public resources we are allocated to consistently deliver exceptional value for money to our community.

Accessible

We advocate for consideration and inclusivity of all members of our community and are proactive in ensuring that all of our community facilities, programs, services and products are accessible to all people, regardless of age, sex, gender, race, ethnicity, or accessibility.

Respectful

As the face of Council's frontline services, respect is utmost in our minds when we interact with our customers, colleagues and the wider community. We strive to represent the Council in its role as community custodian and at all times pay respect to the diverse range of residents, visitors, businesses and groups that we serve each day.

Energetic

Our teams believe in the services that we provide to our community. We communicate this by delivering our services with enthusiasm, positivity and a desire to achieve the best possible result each and every time.

Safe

We strive to deliver a range of customer focused services that help to build and develop our community as a supportive, open and an inclusive place that is always welcoming and safe.

To deliver these programs and services successfully we ensure a safe, supportive and inclusive work environment for our teams that maintains the highest standards of workplace health and safety.

DEFINITION OF A VOLUNTEER

'A person who chooses to contribute their time, skills and expertise without financial reward'

MANAGER/SUPERVISOR

When volunteering at the Airport or BVIC, Ambassadors report to council's Team Leader Visitor Services, Alicia Wallace. Alicia has an office at the BVIC.

AMBASSADOR RESPONSIBILITIES

Ambassadors are entitled to a positive work environment and the following responsibilities have been established.

- Provide their service on their own free will and without financial payment
- Successfully complete all components of the Ambassador Training Program
- Comply with all procedures and policies of the Ballina Visitor Information Centre, Ballina Shire Council and the Ballina Byron Gateway Airport
- Be dependable, reliable and commit to the service for a minimum of at least twelve months
- Maintain a high level of customer service in a responsible, dependable and courteous manner
- Cooperate with other Ambassadors and staff in the day-to-day operation of the service and respect the confidentiality of the service
- Maintain a high level of integrity and focus on what the region can provide rather than what is not available, refrain from expressing negative judgements and opinions to visitors
- Acknowledge that as Ambassadors they represent the Ballina Shire and its localities and Ambassador behaviour reflects upon the Council
- Provide written notice to staff of dates you will not be available throughout the year for holidays or other reasons. Email communication is the preferred method. All dates of leave must be provided before the second Friday of each month for the upcoming month's roster
- Give at least two weeks written notice to the Team Leader Visitor Services if you wish to retire from the service
- Respect other people's views and values
- Respect the authority and decision making of Ballina Visitor Information Centre staff, Ballina Shire Council and the Ballina Byron Gateway Airport.

AMBASSADOR RIGHTS

Ambassadors are entitled to a positive work environment and the following rights have been established.

- Be provided with an adequate orientation
- Be given a clearly written job description
- Be assigned to a job that suits their personal preferences, motivation, skills, experience or qualifications
- Be trained to undertake role
- Provided with a suitable place to work
- Know their supervisor or coordinator and know how to contact them
- Be provided with adequate guidance

- Have personal information held confidentially in accordance with the Privacy Act
- Have complaints and concerns heard
- Be respected by staff for commitment to the organisation
- Be provided with feedback about performance
- Be recognised for contributing their time, experience, ideas and skills
- Say 'no'; Ambassadors should not be coerced into doing tasks against their wishes or that they do not feel qualified to do
- Be able to take time off for personal reasons
- Resign from their positions

AMBASSADOR TASKS

Whilst on duty, Ambassadors are responsible for being ambassadors for the Ballina Shire by performing the following tasks:

- Meet and greet all visitors who walk past or stand at the desk
- Smile warmly and welcome visitors to Ballina
- Ambassadors' are required to watch the desk to answer visitor enquiries
- Avoid standing in one spot for extended periods of time. Circulate around the airport information service desk, floor and brochure stands to ensure visitors' are being greeted and their enquiries are being answered
- Ambassadors' will be required to fold brochures during quiet times
- Re-stock brochure display stands each shift
- Ensure the counter and brochure racks are kept neat and tidy and replace brochures as required
- Place orders for brochure stock efficiently to the Ballina Visitor Information Centre for the Ballina Byron Gateway Airport
- When speaking with customers be positive and focus on the services we do provide rather than services we may lack, be creative and inspire visitors to spend more time in our region
- Develop a broad knowledge of Ballina's Tourism Industry and the Northern Rivers
- Provide current and up to date information on Ballina and the Northern Rivers region to visitors
- Accurately record and maintain entries into the visitor enquiries spreadsheet
- Respond to visitors in a timely manner, using the full complement of resources available
- Refer any enquiry that requires further support to the Ballina Visitor Information Centre
- Refer enquiries for reservations (where the consumer is using a credit card) to the BVIC.

AMBASSADOR TIME COMMITMENT

The duration of each shift is up to four hours.

Shift times vary depending on current flight schedule times. Times are generally between 8:30am-5pm Monday to Sunday. These times could be subject to change due to airline schedule adjustments and variations.

A minimum of one shift per week is the preferred level of commitment.

There is a mutual three month trial period and a minimum commitment of twelve months is required.

As each Ambassador shift is less than four hours in duration, a lunch break is not required. Shifts that are five hours or longer warrant a 30 minute lunch break.

ACCOUNTABILITY

Ballina Visitor Information Centre Ambassadors are committed to providing a highly professional and informative service. They require a strong commitment to customer service and a willingness to enhance their knowledge to assist them in their role. Ambassadors should attempt to exceed customer's expectations when answering questions.

ESSENTIAL CRITERIA

- Enjoy meeting and talking to people
- Excellent customer service skills
- Good local knowledge of the Ballina Shire and the Northern Rivers
- Enjoy working in a team environment
- Willingness to learn more about the Ballina Coast and Hinterland and the Northern Rivers
- Willingness to participate in essential training to enhance knowledge
- Literacy and language skills is highly desirable
- Knowledge of modern technology and experience in computer/tablet usage is essential
- Good interpersonal communication skills

TRAINING REQUIREMENTS

- Induction workshop
- On the job training
- Attend scheduled staff meetings
- Attend scheduled familiarisation tours to enhance knowledge

BENEFITS

- Social interaction assisting visitors to feel welcome
- Pride and sense of achievement in making a valuable contribution to the Ballina Shire.
- Opportunity to learn more about the Ballina Shire and the Northern Rivers
- Fun and enjoyment 'on the job' and at our social functions
- Up to date training in the use of new technology and programs
- CV recognition of voluntary work for Ballina Shire Council
- Uniform top provided

UNIFORM

A polo shirt and a name tag will be supplied. It is a requirement that the uniform is worn at all times during a rostered shift. Ambassadors are required to provide their own black trousers or black skirt and black shoes.

For more information please contact the Ballina Visitor Information Centre on (02) 6686 3484 or email balinfo@ballina.nsw.gov.au