

VOLUNTEER TOURISM AMBASSADOR COORDINATOR POSITION DESCRIPTION

OVERVIEW OF THE TOURISM AMBASSADOR PROGRAM

The Ballina Tourism Team oversee the operation of the Visitor Services desk within the Ballina Byron Gateway Airport and the Ballina Visitor Information Centre (BVIC). BVIC is a level 1 Accredited Visitor Information Centre located on the corner of River Street and Las Balsas Plaza, Ballina. BVIC is open seven days a week, including public holidays Mon – Sat 9.00am to 5.00pm; Sunday 10am-2pm). The Airport Visitor Services desk is coordinated so that Ambassadors are available to meet arriving flights.

The team operates within the Corporate & Community Facilities division of Ballina Shire Council.

BVIC provides a range of information on accommodation, tours, attractions and tourist drives to the local community and tourists through local, state and national brochures/visitor guides and maps along with offering professional and thorough interaction with staff.

VISION

Provide exceptional local area knowledge of visitor services experiences to increase the range of activities and leisure offering in the Ballina Shire; to promote a connected community and prosperous economy for the Ballina Shire.

MISSION

Build personalised itineraries for each visitor so that visitors enjoy their time in the region.

DEFINITION OF A VOLUNTEER

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

MANAGER/SUPERVISOR

When volunteering in the tourism team the Volunteer Tourism Ambassador Coordinator reports to the staff at the BVIC.

VOLUNTEER TOURISM AMBASSADOR RESPONSIBILITIES

As an Ambassador, Ambassadors are entitled to a positive work environment and the following responsibilities has been established.

- Volunteer Ambassadors provide their service of 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 and Ballina Shire Council
- Not undertake work that will displace existing or future employees of the Ballina Visitor Information Centre
- Be dependable, reliable and commit to the service for a minimum of at least 12 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 we can provide rather than what is not available, refrain from expressing negative judgements and opinions to visitors
- Acknowledge that as Ballina Visitor Information Centre Ambassadors they represent the towns and villages of the Ballina Shire and their behaviour reflects upon the Council
- Provide reasonable notice to staff of dates they will not be available throughout the year for holidays or other reasons. Give at least two weeks written notice to the Team Leader Visitor Services if they 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

BVIC AMBASSADOR RIGHTS

As an Ambassador, 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
- Provided with a suitable place to work
- Know their supervisor and know how to contact them
- Have their personal information held confidentially in accordance with the Privacy Act
- Have their complaints and concerns heard
- Be provided with feedback about their performance
- Resign from their positions

VOLUNTEER AMBASSADOR COORDINATOR TASKS

- Assist with organising and gaining attendance to product knowledge tours and volunteer meetings
- Assist with rostering
- Monitor shift attendance and raise performance issues with the Team Leader
- Encourage sharing of information amongst volunteers; for example use of the volunteer closed Facebook group for updating each other on attractions and activities
- Assist with training requirements of the volunteer ambassadors
- Build itineraries for visitors
- Champion the volunteer program
- Constant personal development to understand the needs and interests of visitors.

AMBASSADOR TIME COMMITMENT

The time commitment is approx. eight (8) hours per week, spend across a minimum of two days per week.

Make yourself available via telephone to discuss rostering matters with other volunteer Ambassadors.

For shifts less than five hours in duration, a lunch break is not required. Shifts that are five hours or longer warrant a 30 minute lunch break.

ACCOUNTABILITY

Volunteer Tourism Ambassadors are committed to providing a highly professional and informative service. Ambassadors are required to have a strong commitment to customer service and a willingness to enhance their knowledge to assist in their role. Ambassadors should attempt to exceed customer's expectations when answering questions.

KEY SELECTION CRITERIA

- Exceptional interpersonal communication skills
- Computer literacy and language skills
- High organised
- Enjoy meeting and talking to people
- Excellent customer service skills
- Good local knowledge of Ballina and the Northern Rivers
- Enjoy working in a team environment
- Willingness to learn more about Ballina and the Northern Rivers

TRAINING REQUIREMENTS

- Induction workshop
- On the job training
- Attend quarterly staff meetings

BENEFITS

- Social interaction helping visitors to the Northern Rivers feel welcome
- Pride and sense of achievement in making a valuable contribution to Ballina
- Opportunity to learn more about Ballina and the Northern Rivers
- Fun and enjoyment 'on the job' and at our social functions
- Uniform provided

UNIFORM

A uniform and a name badge shall be supplied. It is a requirement that the uniform is worn at all times during a rostered shift. Ambassadors shall provide their own black trousers or black skirt and black enclosed toe shoes.

For more information, please contact Alicia Wallace, Team Leader Visitor Services, at Ballina Shire Council on (02) 6686 3484 or email discover@ballina.nsw.gov.au