

CUSTOMER SERVICE OFFICER (TOURISM)

Position Description

Date created 29 January 2026



POSITION DESCRIPTION

Position Title	Customer Service Officer (Tourism)
Tenure	Permanent full time
Primary Place of Employment	Turquoise Coast Visitor Centre, 67 Bashford Street, Jurien Bay
Award	Level 4 of the Local Government Industry Award 2020 Industrial Agreement <i>(formerly the Local Government Industry Award 2020 as at 1 January 2023)</i>
Department	Office of the CEO
Accountable to	Manager Customer & Community Services
Accountable for	Customer Service Officers (casual)
Internal Liaison	Visitor Centre Staff Community Development Officer Other Shire employees
External Liaison	General public Business owners and tourism operators Ratepayers and residents Community groups Government agencies

POSITION OBJECTIVE:

This role delivers high-quality customer service to enhance visitor experiences and promote the Turquoise Coast and greater Shire of Dandaragan region. The Customer Service Officer is responsible for the day-to-day operations of the Turquoise Coast Visitor Centre and provides an efficient, friendly service that supports positive public relations in Jurien Bay.

The position assists local businesses in promoting visitor products and services. The role also acts as the first point of contact for customers, ensuring timely, professional responses and an effective visitor centre service

REQUIREMENTS OF THE POSITION:

Skills	Essential	Desirable
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Excellent organisation, time management & planning skills including planning, coordinating, and working without direct supervision.	✓	
Well developed numeracy and literacy skills	✓	
Excellent communication and interpersonal skills including written and verbal communications, public relations and customer interaction.	✓	
Good level of promotional and marketing skills	✓	
Good computer and digital literacy skills including document management and proficient use of Microsoft Office	✓	
Developed problem-solving skills	✓	
Good budgeting skills and the ability to monitor financial performance of small projects	✓	
Ability to work in the absence of direct supervision	✓	
Knowledge	Essential	Desirable
Knowledge of established customer service practises and procedures		✓
Knowledge of the local area, surrounding towns, and attractions		✓
Basic understanding of destination marketing		✓
Ability to analyse data		✓
Experience	Essential	Desirable
Demonstrated experience in customer service and training	✓	
Demonstrated experience in tourism or visitor services	✓	
Qualifications and / or Training	Essential	Desirable
Qualifications relevant to the role eg Certificate III in Tourism		✓
Current Federal Police Clearance	✓	
Working With Children's Check		✓

KEY DUTIES / RESPONSIBILITIES:

Visitor Centre

- Provide an outstanding customer service experience for visitors and customers.
- Prepare the TCVC for daily operations, including opening and closing procedures.
- Operate the electronic point-of-sale system for sales, including cash handling and electronic payment processing.
- Accurately and efficiently manage online booking platforms utilised by the Shire (i.e. SpacetoCo).
- Monitor and update the website and social media platforms related to the Visitor Centre and tourism services
- Provide general tourism information to visitors about the Turquoise Coast region and surrounding regions.
- Ensure the TCVC presents as a professional, modern, clean, and welcoming visitor facility.
- Maintain displays, stock, and inventory for the TCVC to ensure products are well-presented and available for purchase.
- Undertake relevant administrative duties within the TCVC.
- Supporting the training of casual TCVC staff.
- Provide customer service and administrative support to other parts of the Shire when needed.
- Perform any other duties consistent with the level of this position.

Occupational Safety & Health

- To participate in the development of a safe and healthy workplace.
- Comply with instructions given for your own safety and health and that of others, in adhering to safe work procedures.
- Co-operate with management in its fulfilment of its legislative obligations.
- Take reasonable care to ensure your own safety and health and that of others, and to abide by your duty of care provided for in the legislation.
- Report any injury, hazard or illness immediately, where practical to your supervisor.
- Not place others at risk by any act or omission.

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- Not wilfully or recklessly interfere with safety equipment.

EXTENT OF AUTHORITY:

Works under the direction of the Manager Customer & Community Services.

May exercise initiative and / or judgement within clearly established procedures and guidelines.

TRAINING, CONFERENCES, SEMINARS:

The Shire actively supports ongoing learning and skill development for its workforce. Access to training and professional development opportunities will be provided where they are directly linked to the requirements and outcomes of the role.

AWARD:

General conditions of employment are offered on the basis of the Local Government Industry Award 2020 Industrial Agreement (formerly known as the Local Government Industry Award 2020 as at 1 January 2023).

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CERTIFICATION

I agree that the details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the job. I understand that this position description is indicative at this point in time and it is envisaged that the position description may be reviewed in the next 12 months.

Signed by:

_____ Signature of Supervisor

_____ Signature of Employee

Date: ____/____/____