



## **Position Description – Marysville Visitor Centre Coordinator**

### **Marysville Visitor Information Centre**

The Marysville Visitor Information Centre is a Level two accredited local Tourism Association Visitor Information Centre with seventy volunteers who staff the centre 7 days per week. The Information centre assists in excess of thirty five thousand visitors annually and works closely with Lake Mountain Alpine Resort and local business members.

Marysville is a four season village located in the in the Yarra Valley, just ninety minutes from Melbourne in Victoria.

The village boasts three thousand beds over a huge range of accommodation styles and offers visitors a range of attractions, activities, restaurants, cafes and retail shops.

### **Organisational Context**

Mystic Mountains Tourism Inc. is the Local Tourism Association based around the Marysville, Lake Mountain area incorporating the townships of Narbethong, Buxton, Taggerty and surrounding districts in the Shire of Murrindindi. Situated in and between the Yarra Valley and the North East Victoria tourism regions Mystic Mountains Tourism Inc., represents approximately 80 member businesses.

The area provides a diverse tourism product with strong nature based emphasis: rainforests, rivers, national parks, fertile farming land, and the Lake Mountain alpine region.

Mystic Mountains Tourism Inc's role, as the largest Local Tourism Association in the Murrindindi Shire is to support a unified approach to sustainable growth of the local tourism industry.

### **Mystic Mountains Tourism Inc's objectives include:**

#### **Corporate Governance**

To ensure that Mystic Mountains Tourism Inc meet its governance obligations

- Mystic Mountains Tourism Inc's, Executive Committee to undertake its corporate governance responsibilities on behalf of the organization e.g. legal, financial, employer and accountability etc.

#### **Marketing**

To work cooperatively with Lake Mountain to develop cooperative marketing opportunities for the benefit of member businesses

- Assist to develop and deliver internal marketing programs including recognised festivals and events that promote the area
- Facilitate the co-ordination of external marketing programs with Murrindindi Regional Tourism Association, incorporating (Yarra Ranges Regional Marketing & North East Victoria Regional Marketing initiatives), that effect Mystic Mountains Tourism Inc. members.

#### **Visitor Services**

To coordinate the areas approach to achieve high quality visitor services and experiences for visitors

- Manage the Mystic Mountains Visitor Information Centre and encourage increased visitor yield, numbers and length of stay.

- Maintain the current Level Two status of the VIC as per accreditation guidelines as set out by BBTAP

### **Tourism Business Development**

To encourage industry professionalism and engender a service culture

- Encourage member participation in professional development programs within the industry to ensure improving levels of service and quality product delivery

### **Tourism Industry Development**

To support the development of new tourism product and experiences enhancing the local areas competitive strength

- Encourage environmentally sustainable business and tourism activities with a long-term view
- Encourage the development of a cohesive tourism and business environment particularly with the timber and retail sectors
- Encourage the diversity and quality of visitor experiences and tourism product in the Mystic Mountains

### **Communication and Public Relations**

To ensure effective communication exists between Mystic Mountains Tourism Inc. and its partners and key stakeholders

- Encourage and promote the acceptance of tourism by the local community
- Develop and implement clear and effective communication strategies with Mystic Mountains Tourism Inc's members, staff, partners and key stakeholders
- Communicate and cooperate with Murrindindi Shire Council and Murrindindi Regional Tourism Association on regional tourism issues and initiatives

### **Coordination & Representation**

To lead the development of a successful and sustainable tourism industry for the local area and engage in advocacy and partnerships consistent with these purposes

- Lobby relevant bodies on behalf of members on significant economic development & tourism issues and provide a united industry response
- Lobby to ensure nature based activities and the diversity of walks are retained and improved, within National Parks, State Parks and DSE controlled lands.

### **Partnerships**

To affect communication and industry networks that fosters the growth of tourism through a cooperative and professional regional approach

- Develop strong and effective partnership arrangements with key partners (Lake Mountain Alpine Resort, Murrindindi Shire Council, Murrindindi Regional Tourism Association, Yarra Ranges Regional Marketing Limited).
- Ensure strong working relations with key stakeholders including but not limited to: Tourism Victoria, Tourism Alliance, Parks Victoria, Department of Sustainability and Environment, North East Valley's Tourism.

### **Position Objective**

*To coordinate the operation of the Marysville Visitor Centre to increase visitation and market profile of both facilities in relation to the MMT Inc Annual Projects Plan and the MMT inc/ LKMN Marketing Plan, The MOU with Lake Mountain and constitutional Guidelines and Governance requirements of the association.*

### **Key Responsibilities**

- Prepare and implement strategies in line with the current action plan that will increase the visitation and key performance indicators of Marysville Visitor Information Centre and Mystic Mountains Tourism.
- Implement the current three year joint marketing strategy with Lake Mountain.
- Manage the day to day operations of Marysville Visitor Information Centre.
- Organising additional training sessions and famil tours for Volunteers

- Co-opting other members of the community or membership base with special skills to assist in projects for the VIC when needed
- Ensure the Marysville Visitor Centre maintains a standard and service required for accreditation.
- Liaise with the VIC admin team and executive to maintain the annual VIC business plan with a focus on achievable targets, business excellence and continuous improvement.
- Foster tourism, industry and community networks to establish strong partnerships that result in sponsorship and support of Marysville Visitor Information Centre.
- Actively promote tourism opportunities and events in Marysville and district to visitors with a view to encouraging increased length of stay.
- Provide a central point of contact for all relevant Mystic Mountains Tourism Inc business and respond to requests as directed.
- Manage and co-ordinate projects as directed.
- Coordinate internal marketing programs as directed.
- Assist with the coordination of external marketing programs with MRTA and Yarra valley as directed.
- Provide support to the Executive and working groups as directed.
- Assist in the development of strong relationships with key stakeholders and partners as directed.
- Assist in the implementation of communication strategies with key stakeholders as directed.
- Assist in the delivery of services to members as directed.
- Represent Mystic Mountains Tourism Inc at relevant functions and events, as directed.
- Support volunteers and, in conjunction with VIC coordinator, ensure volunteers are used to their full potential.
- Attend Professional Development Programs relevant to the position as directed.
- Ensure annual volunteer training is conducted.
- Maintain and ensure up-to-date information is kept on the Marysvilletourism.com website.
- Apply for Grants when opportunities arise or when specific outcomes are needed ie funding for training and or equipment needed by the Vic or MMT Inc.
- Manage the upkeep of the Marysvilletourism.com website to ensure its accuracy and members are listed correctly.

#### ***Risk & Occupational Health & Safety***

- Be accountable for adherence to such policies and practices within their area of responsibility not only for yourself but that of the volunteer staff
- Consider risks when undertaking any activity carried out as part of this position, or activity undertaken on behalf of Mystic Mountains Tourism Inc.
- Take all necessary steps to control and minimise risk to self, volunteers, other employees, contractors, customers, and the general public.

#### ***Other***

- Perform other duties and responsibilities reasonably within the capabilities of the position.
- The Visitor Information Centre is a seven day operation open year round excluding Christmas Day. (Anzac day at VIC coordinators discretion as per new BBTAP/ ATTAP requirements)
- Some weekend or after hours work may be required.
- The tourism functions of Mystic Mountains Tourism Inc are governed by the executive Committee who are voted in each Annual General Meeting held in July August of each year as per the MMT Inc constitution.

#### **Objectives of Mystic Mountains Tourism Inc in relation to the Marysville Visitor Information Centre**

To coordinate the areas approach to achieve high quality visitor services and experiences for visitors

- Manage the Mystic Mountains Visitor Information Centre and encourage increased visitor yield, numbers and length of stay.
- Maintain the current Level Two status of the VIC as per accreditation guidelines as set out by BBTAP/ATAP
- Develop additional/improved products/services/experiences to deliver on visitor demand

- Build and maintain Partnerships: manage effective relationships with stakeholders relevant to tourism and visitor services
- Provide Good Governance: ensure the effective allocation of resources to tourism programs in a strategic, accountable and sustainable manner

*The Visitor Information Centre network; Tourism Alliance, The Murrindindi Vic network and YV networks areas a vital component in the visitor servicing experience aiming to enrich the visitor experience through the delivery of efficient and effective information delivery has been proven to provide increased yield for the region.*

### **Organisational Relationships**

**Reports to:** President of MMT Inc.

**Accountable to:** MMT inc. Executive committee

**Supervises:** Marysville Visitor Centre Roster Coordinator and Marysville Visitor Centre Assistant Roster Coordinator and the Visitor Information Centre volunteers (70)

**Internal liaisons:** Executive members of MMT Inc, working groups and members of MMT Inc.

**External liaisons:**, Local Businesses, Murrindindi Regional Tourism Association, State Authorities, Local Tourism Associations, Industry Specific Associations, educational/school groups, Tourism Victoria, Tourism Alliance, Parks Victoria, Department of Sustainability and Environment, North East Valley's Tourism and Yarra Valley Regional Marketing PL.

### **Accountability & Extent of Authority**

The Marysville Visitor Centre Coordinator has the freedom to act subject to agreed objectives, budgets and regular reporting.

The Marysville Visitor Centre Coordinator is accountable for the performance of the VIC monitored against budget and key performance indicators, for policy recommendations to management, and for positive and accurate promotion of Marysville and district to all stakeholders concerned.

### **Judgement & Decision Making**

The position requires personal judgement. The nature of the work is usually specialised with most processes and procedures. Guidance and advice is usually available from executive members and members of MMT Inc however the Marysville Visitor Centre Coordinator must be able to recommend solutions or stimulate discussion using knowledge, experience and creative problem solving skills.

### **Specialist Skills and Knowledge**

The position requires an understanding of the long term goals of Mystic Mountains Tourism Inc and the Marysville Visitor Centre and the wider organisation, and an ability to develop meaningful reports and analyse performance data.

- Detailed knowledge of Visitor Centres operations is desirable
- Demonstrated ability in the use of computer packages including Microsoft Office Word, Excel and Outlook running on platforms such as XP and Vista.
- Knowledge of marketing and promotion is desirable with ability to understand and manage email databases and basic website skills

### **Management Skills**

- Effectively plan, organise and manage own time to achieve targets within a set timeframe.
- Ability to work under pressure and meet deadlines.
- Ability to provide supervision of volunteers and provide on-the-job training when needed

### **Interpersonal Skills**

Highly developed communication skills are required to motivate a team of volunteers staff and volunteers and to gain cooperation and sponsorship from tourism, community and industries for Marysville Visitor Information Centre.

- Well developed written skills are necessary in drafting external correspondence, assisting with procedural formulation and producing activity reports.

**Qualifications & Experience**

The Marysville Visitor Centre Coordinator will have satisfactorily completed a degree or diploma in a tourism/business related area of study and or obtained sufficient knowledge and skills gained through on-the-job experience equal with the requirements of the position.

- The Better Business Accreditation Program requires a minimum of 3 years experience in the tourism industry for Visitor Centres coordinators
- Current Victorian drivers licence is essential.

**Selection Criteria**

Attributes listed under:

- Specialist Skills & Knowledge
- Management Skills
- Interpersonal Skills
- Qualifications & Experience

For Further Information you can contact

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