



BENDIGO VISITOR CENTRE VOLUNTEER TOUR GUIDE ROLE DESCRIPTION

ROLE TITLE:	VOLUNTEER TOUR GUIDE
ROLE:	Tour Guide for various tours delivered through the Bendigo Visitor Centre - Volunteer
HOURS OF VOLUNTEERING:	Minimum of one tour per week, which may include weekend shifts
UNIT:	Tourism and Major Events, Bendigo Visitor Centre -City of Greater Bendigo
DATE REVIEWED:	May 2020

THE UNIT:

The Tourism and Major Events Unit promotes the development of a vibrant city and region by encouraging community and visitor participation in a range of exciting attractions, events and exhibitions, thereby creating positive economic and social benefits for both businesses and residents.

The Bendigo Visitor Centre is a Level 1 Accredited Centre forging a state leadership role for the delivery of outstanding customer service and the generation of tourism business, with annual visitation in excess of 100,000 people. The Visitor Centre is operated by the City of Greater Bendigo and is the tourism “shop front” for the City and Region.

Mission of the Bendigo Visitor Centre

To provide a great experience for visitors through consistent quality service that exceeds expectation.

Vision of the Bendigo Visitor Centre

To become a regional leader in Australia by working together with industry and the community to provide seamless services, greater interpretive opportunities and increased yield.

VOLUNTEER TOUR GUIDE ROLE OBJECTIVES:

- To deliver consistent and high quality tours through visitor engagement and interpretation focusing on enriching the visitor experience.
- To engage the visitor with unique stories to Bendigo as part of the tour experience

- To impart knowledge through storytelling, role playing and tour guiding
- To ensure that tour participants are guided in a safe and respectful manner

KEY RESPONSIBILITIES AND DUTIES:

Information Service Delivery

- To exceed visitor expectations by ensuring their departure experience is as memorable as their arrival experience
- To refer visitors who require additional or specialised information to the Bendigo Visitor Centre
- To record statistical information as requested that assists in identifying visitor demographics and information requested which in turn assists with destination marketing and volunteer training and program development opportunities
- To keep abreast of tour updates including information, route or procedure changes

Administrative

- To undertake other duties as directed by staff within the limits of skills, competence and training
- To follow correct opening, closing and security procedures of tour venues
- To ensure tours are professionally presented at all times
- To observe and implement safe volunteering practices whilst undertaking tour guiding both at the Bendigo Visitor Centre and off-site
- Any hazards, accidents, incidents or near misses must be reported immediately to staff at the Bendigo Visitor Centre
- Use a mobile phone seek additional information or report any issues to the Bendigo Visitor Centre as required
- Log on at the start of your rostered shift and off at the end via Better Impact

Training

- Ensure product knowledge and skills are current and accurate by attending industry familiarisation visits, volunteer training sessions, team meetings and development opportunities required as part of the Volunteer Enrichment Program
- Private research is essential to development of tour guiding knowledge and confidence and is a requirement of the role

Interpersonal Skills

- Excellent oral communication
- Outgoing and engaging nature
- Friendly and welcoming personality
- Possessing a 'can do' approach to life
- Experience in presenting, guiding or coordinating groups an advantage
- Ability to be flexible and alter presentation, timing and tour route as the situation requires (each group demographic is different, routes and times may need to alter to suit group and venue availability).
- Ability to volunteer as part of a highly committed and vibrant team

ORGANISATIONAL RELATIONSHIPS:

Reports to: Volunteer Program and Development Coordinator

Internal Liaisons: Other staff, volunteers and Tourism and Major Events Unit members

External Liaisons: Greater Bendigo Tourism Operators, venue staff and all tour participants

ACCOUNTABILITY & EXTENT OF AUTHORITY:

- Directly accountable to the Volunteer Program and Development Coordinator for performance in each of the key responsibility areas
- Authority in accordance with instructions and delegation from the Volunteer Program and Development Coordinator
- Guidance and advice is always available

SPECIALIST SKILLS & KNOWLEDGE:

- Excellent communication & customer service skills
- Sound knowledge of the Bendigo Visitor Centre services
- Sound knowledge of tour resources, routes, timing, venue accessibility and procedures
- Passion to continually improve knowledge, experience and storytelling skills
- Keen interest in the history of Bendigo buildings and society
- Confidence in interacting and leading diverse tour groups
- Understanding and implementation of Occupational Health and Safety practices while on duty

KEY SELECTION CRITERIA

- Experience in customer service
- Passion for sharing and telling stories
- Knowledge of Bendigo and surrounds
- Tour guiding or public speaking experience an advantage
- High level of interpersonal and verbal communications
- Basic level of fitness
- An active team player

ADDITIONAL INFORMATION:

Volunteer Commitment

- Commitment to roster of weekly tours may include weekend shifts and additional ad hoc tour bookings.
- A uniform will be provided to be worn when fulfilling your volunteer duty and at volunteer and tourism functions. It must be cared for by the wearer and returned when volunteering ceases
- Volunteers are supported by Volunteer Policy and Procedures
- Volunteers must agree to have a Working with Children's check according CoGB policy
- The CoGB uses Better Impact software to manage the volunteer process and program. The Better Impact system is used in the application process and when you have been accepted into a role, a *My Impact* Page is created where you can manage your involvement. All volunteers are required to have an active private email address in order to log in to My Impact Page.