



BENDIGO VISITOR CENTRE VOLUNTEER INFORMATION & VISITOR ENRICHMENT ROLE DESCRIPTION

ROLE TITLE:	VOLUNTEER INFORMATION & VISITOR ENRICHMENT
ROLE:	Meet & Greet, information and visitor enrichment - Volunteer
HOURS OF VOLUNTEERING:	Minimum of approx. 4 hours per week
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 INFORMATION & VISITOR ENRICHMENT ROLE OBJECTIVES:

- To provide a welcoming presence at the Bendigo Visitor Centre
- To deliver consistent and quality customer service and engagement, focusing on enriching the visitor experience through meeting and exceeding the expectation of the visitor
- To engage visitors with unique stories to Bendigo and key interest areas, enhancing the overall visitor experience

KEY RESPONSIBILITIES AND DUTIES:

Information Service Delivery

- To greet visitors to the Bendigo Visitor Centre and provide quality visitor services
- To deliver consistent and quality customer service and engagement, focusing on enriching the visitor experience through meeting and exceeding the expectation of the visitor
- To actively promote local & regional experiences including attractions, tours, events, shopping & dining and the Bendigo Visitor Centre free accommodation booking service
- 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 staff members
- 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 ensure adequate levels of appropriate brochures, maps and information are kept current and stocked

Ticketing & Uniquely Bendigo Sales

- To promote and sell tickets for tours and attractions
- To actively promote and sell local products stocked by Uniquely Bendigo
- To ensure retail and brochure displays are well presented and stocked

Administrative

- To undertake other duties as directed by staff within the limits of skills, competence and training
- Observe and implement safe volunteering practices
- Any hazards, accidents, incidents or near misses must be reported immediately to staff
- 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

Interpersonal Skills

- Excellent oral communication
- Outgoing and engaging nature
- Friendly and welcoming personality
- Possessing a 'can do' approach to life
- Passion for Bendigo and surrounds
- Appreciation for excellence in customer service to welcome and provide a sense of arrival
- Ability to be flexible and re-order volunteer priorities as the situation requires
- 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 and all visitors to the Bendigo Visitor Centre

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, shopping & dining, Bendigo, events and surrounding Region
- Understanding and implementation of Occupational Health and Safety practices while on duty

KEY SELECTION CRITERIA

- Experience in customer service
- Knowledge of Bendigo and Region
- High level of interpersonal and verbal communications
- Basic level of fitness
- An active team player

ADDITIONAL INFORMATION:

Volunteer Commitment

- Commitment to a roster of weekly volunteer duties
- 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 City of Greater Bendigo and Bendigo Visitor Centre Volunteer Policies 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.