

Position Description

Visitor Services Supervisor

Position Title	Visitor Services Supervisor	Role ID	DCVSS1
Division	Corporate Services		
Unit	Destination, Communication and Customer Experience		
Job Grade	5		35 hours
Reports To	Visitor Economy Lead		
Revised/Created	June 2026 – Created		

Primary Objectives

- To lead the delivery of high-quality visitor services by supervising staff and volunteers in the day-to-day operations of Visitor Information Centres and mobile services, ensuring accurate bookings, retail and information services, and the consistent delivery of contemporary, best-practice visitor experiences aligned with VIC accreditation standards.

Values Statement

What We Value

Living and loving the Tweed.

We look after people and places, explore all opportunities and are proud of our passionate approach.

We care about each other, choose to be here, and are in this together.

We have conversations where everyone can contribute, and we are willing to have a go.

We put back in to make a difference, so that our Tweed community is even better tomorrow than it is today.

Organisational Environment

CORPORATE SERVICES

The Corporate Services Division provides a comprehensive range of support services across the organisation in the areas of human resources, risk, work health and safety, corporate compliance, audit, administration, governance, communication, customer service, corporate relations, finance, revenue, information technology, GIS and integrated planning and reporting.

The Division supports the General Manager and the three operational Divisions in a participative and consultative environment aimed at facilitating organisational performance and competitiveness.

Position Description

Visitor Services Supervisor

DESTINATION, COMMUNICATIONS AND CUSTOMER EXPERIENCE

The Destination, Communication and Customer Experience unit sits within the Corporate Services Division and plays a central role in enabling the sustainable growth of the Tweed's economy, destination and business precincts while connecting the community to Council information, services and programs. The unit delivers these services:

Corporate Communications and Engagement: To inform, educate and engage the Tweed community and Council staff so they get can access Council services, participate in decision-making, and get the most value from Council programs.

Customer Experience and Digital Solutions: To create quality customer experiences and deliver excellent customer service so that it is easy to do business with Council.

Economy and Business: To strengthen the Tweed economy by supporting business and industry success, enabling right-fit investment, event support and filming, and creating active and vibrant CBD precincts where enterprise and community thrive.

Visitor Economy and Destination Events (The Tweed Tourism Company): To position the Tweed as one of Australia's leading sustainable destinations celebrated for its nature and outdoor recreation, cultural, culinary and creative experiences; and to attract and deliver destination events that showcase the Tweed's unique characteristics and make it a great place to live and visit.

Northern Rivers Rail Trail: To be the 'must do' experience in the Northern Rivers and a world class, safe and accessible shared recreation and nature trail.

The Position

The Visitor Services Supervisor delivers high-quality visitor information and frontline services across The Tweed's Visitor Information Centres (VICs), mobile visitor servicing and regional activations. The role oversees the day-to-day coordination of visitor servicing operations, ensuring welcoming, accurate and on-brand experiences that support The Tweed's destination positioning, our local tourism industry and VIC accreditation. It also leads the delivery of consistent, professional service across digital VIC touchpoints, printed collateral, retail and ticketing operations.

The position reports to the Visitor Economy Lead and supervises and supports a Visitor Services Officer (Job Share) and 50+ volunteers, providing direction, coaching and rostering to maintain 7 day a week staffing across VICs, mobile activities and events.

Working in collaboration with colleagues and tourism operators the Visitor Services Supervisor ensures visitor information remains accurate, timely and aligned with current campaigns, experiences and priorities.

Key accountabilities of the position include:

- Coordinate Visitor Services and VIC Accreditation to ensure high-quality operations across physical, digital and mobile channels.
- Frontline operations including VIC presentation, WHS, cash handling and readiness.
- Oversee bookings, ticketing, retail and merchandise
- Manage visitor collateral and projects, including maps, brochures, displays, digital kiosks and the mobile visitor van.
- Supervise staff and volunteers, fostering a positive team culture, providing training and ensuring consistent service delivery.

The position is required to perform any other duties as directed by your supervisor (within broad scope of job grade, skills, and training).

Position Description

Visitor Services Supervisor

The work of the position includes, but is not limited to, the following:

Key Responsibility Areas	Associated Key Duties
1. Visitor Services Coordination	- Coordinate day-to-day visitor services operations across Kingscliff and Murwillumbah VICs, mobile servicing, pop-ups and regional activations, ensuring consistent service delivery. - Maintain high standards of visitor experience aligned to the TTC brand, accessibility principles, VIC accreditation requirements and Council customer experience standards. - Ensure operational readiness, lease and safety compliance, including site cleaning, WHS requirements, emergency procedures, incident reporting, CCTV monitoring and security. - Oversee frontline customer service delivery, including managing complex enquiries, complaints and service issues, and ensuring accurate, welcoming and professional responses. - Manage VIC presentation and facilities, including displays, signage, digital touchpoints, cleaning, equipment, stock levels (maps, brochures, merchandise) and general upkeep. - Coordinate cash handling and retail operations, including POS reconciliation, daily opening/closing procedures and audit readiness. - Coordinate staff and volunteer rostering to support VIC operations, mobile servicing and event-based activations, ensuring adequate coverage and service continuity.
2. Bookings, Ticketing, Retail and Merchandise	- Support and promote bookable experiences through all VICs. - Oversee retail operations including POS, stock levels, merchandising and sales procedures. - Maintain consignment agreements and relationships with local makers and merchandise suppliers and coordinate The Tweed official retail line for corporate and visitor gifts. - Process ticketing, bookings, commissions and product sales accurately. - Manage stock control, reordering, product rotation and stocktake. - Monitor retail performance and opportunities to improve sales. - Ensure retail displays are attractive, tidy and on brand. - Work with Finance to ensure all reconciliation, banking and audit requirements are met. - Support seasonal and campaign-aligned merchandise updates.
3. Visitor Collateral and Projects	- Coordinate production and updates of printed visitor materials including maps, guides and brochures. - Manage small-scale visitor servicing projects including collateral, kiosks, merchandise updates and the mobile visitor van.

Position Description

Visitor Services Supervisor

	• Oversee digital visitor kiosk content, functionality and updates across Tweed and cross-border sites. • Coordinate activation and readiness of the mobile VIC van (TREV) for events, locations and promotional opportunities. • Maintain tidy brochure displays and updated information at VICs. • Coordinate collateral distribution across operators, accommodation partners, precincts and events. • Support testing, updating and reporting on digital VIC experiences.
4. Visitor Insights, Reviews and Reporting.	• Collect and analyse visitor enquiries, trends and VIC data. • Monitor and respond to online reviews (Google Business, TripAdvisor, ATDW) and escalate when required. • Prepare monthly visitor servicing reports and insights. • Identify visitor trends, information gaps and service improvement opportunities. • Maintain accurate records, documents and databases. • Provide insights to inform destination development, What's On Tweed updates and campaign planning. • Lead service improvements from data, feedback and reviews. • Track and report on collateral distribution and engagement.
5. Industry Liaison and Cross-Unit Collaboration	• Promote awareness of the VIC network and visitor services across the Tweed and neighbouring regions. • Liaise with tourism operators to maintain product information. • Work with Industry Development on operator/product updates. • Collaborate with Marketing to ensure aligned content. • Represent visitor services at meetings, industry and forums. • Support consistent messaging at digital/physical touchpoints. • Maintain positive relationships with operators, event organisers, precinct partners and VIC networks.
6. Administration and Business Support	• Provide administration support to The Tweed Tourism Company staff including direct support to the Visitor Economy Lead. • Coordinate administrative workflows such as purchasing, invoicing, reconciliations and supplier liaison. • Manage TTC meeting logistics, diaries, travel, accommodation and operational arrangements as required. • Coordinate document control, records management and contract administration for governance and audit compliance. • Manage shared inboxes and administrative customer correspondence, triaging and allocating tasks appropriately. • Other administrative duties required by Visitor Economy Lead.

Position Description

Visitor Services Supervisor

7. Supervision and Teamwork	• Supervise, support and mentor Visitor Services Officer and volunteers. • Be reliable and flexible in assisting others with their tasks during peak periods or shared activities. • Set clear expectations, priorities and service standards. • Deliver induction, onboarding, training and ongoing support. • Maintain a positive, collaborative and inclusive team culture. • Support recruitment, scheduling and performance feedback. • Ensure team adheres to operational procedures and protocols. • Build skills and confidence among staff and volunteers to deliver high-quality visitor information and retail/ticketing services. • Coordinate volunteer events, communication, engagement and recognition.
------------------------------------	---

The position requires attention to detail, flexibility, and the ability to contribute to the provision of client services across the work of the Unit. Also, the capacity to respond to a busy work environment and provide other team members with assistance in times of high demand. The position will apply Council's Enterprise Risk Management Policy and Protocol objectives as they relate to the position.

Health Safety and Environmental System (HSES) Responsibilities

In accordance with Council's Work Health and Safety Responsibility, Authority and Accountability Protocol all employees are required to perform their duties in accordance with their job category. WHS Risk Assessments, Safe Work Methods Statements, Standard Operating Procedures and site-specific requirements and instructions.

For details of WHS Responsibilities, Authority and Accountabilities, staff and candidates are to refer to the following Protocol: [WHS Responsibilities, Authority and Accountabilities Protocol](#)

Compliance Training Requirements

In accordance with Council's legislative requirements under the Work, Health and Safety Regulation 2017, new staff will be provided with access to relevant training, information, and instruction to safely perform their duties.

Infection Control and Immunisation Requirements

Council requires all incumbents occupying an identified position to undertake the course of immunisation outlined in the Infection Control Standard Operating Procedure. For a complete list of identified positions and recommended immunisations, staff are to refer to the following Standard Operating Procedure (SOP): [WHS Infection Control SOP](#)

Location of Position

The position will be required to work out of any of Council's administrative offices, Depots or any other location within the Tweed as directed by the supervisor. Transportation to and from work and to perform the duties of the position is the responsibility of the employee. When a driver's licence is a requirement of a position, the licence class is included in the Selection Criteria.

The position requires travel within the Tweed and Northern Rivers NSW.

Position Description

Visitor Services Supervisor

Organisational and External Relationships

Organisational Relationships

- Colleagues across the Destination, Communication and Customer Experience unit.
- Council's Volunteer Coordinator
- Council teams including Assets, Fleet, Digital, Signwriters, Finance, and WHS.
- Council owned tourism products including Northern Rivers Rail Trail; Tweed Holiday Park; Tweed Regional Gallery; Tweed Regional Museum; Uki Mountain Bike Park

External Relationships

- | | |
|--|--|
| • General public, residents and ratepayers | • AVIC Accreditation section |
| • Visitors (domestic/international) | • NSW and Northern Rivers Councils |
| • Local and regional Tourism Operators | • Australian Tourism Data Warehouse |
| • Local and regional Event Organisers | • Gold Coast Airport / Ballina Airport |
| • Local artists, suppliers and printers | • Destination NSW + North Coast |

Selection Criteria

Knowledge and Competence: (to be addressed in full when making application)

1. Demonstrated experience delivering customer or visitor services in a public-facing environment, preferably in the tourism industry.
2. Experience working with a quality-assurance framework to maintain Visitor Information Centre accreditation and procedures.
3. Strong customer service and problem-solving skills, with the ability to resolve complex enquiries, support diverse visitor needs and uphold service quality.
4. Experience in retail, ticketing or booking operations, including POS systems, cash handling, stock control, reconciliation and merchandise presentation.
5. Experience in data capture, reporting and analysis of visitor trends, online reviews and insights to inform service improvements.
6. Demonstrated ability to supervise and support staff and volunteers, including rostering, onboarding and fostering a positive, safe and inclusive team culture.
7. Advanced technical skills and systems knowledge, including experience with point of sale (POS), EFTPOS, and office software such as the Microsoft Office Suite (Word, PowerPoint and Excel), with the ability to work across multiple business systems.
8. Highly developed communication and stakeholder engagement skills, with the ability to work collaboratively with operators, internal teams and regional partners.
9. Current NSW Class C Driver Licence and capacity to travel as required.

Desirable:

10. Certificate III or higher qualification in customer service, business administration or a related field, or equivalent demonstrated experience.
11. Strong local knowledge of The Tweed's experiences, attractions, events and visitor offerings.

Position Description

Visitor Services Supervisor

Personal Attributes:

Personal Attributes and Cultural Fit will be addressed at interview. Council is seeking personal attributes and work values consistent with Council's Corporate Values.

The table below details the minimum behavioural standards expected of incumbents of this position. [View the full Tweed Shire Council Capability Framework](#)

Personal Attributes	Minimum Standard
Manage Self	Intermediate
Display Resilience and Adaptability	Intermediate
Act with Integrity	Intermediate
Demonstrate Accountability	Intermediate
Relationships	
Work Collaboratively	Intermediate
Communicate with a Customer and Community Focus	Intermediate
Influence and Negotiate	Intermediate
Results	
Plan and Prioritise	Intermediate
Think and Solve Problems	Intermediate
Deliver Results	Intermediate
Workforce Leadership (supervisory roles only)	
Manage and Develop People	Intermediate