

Job Class Profile: Visitor Information Centre Supervisor**Pay Level: CG-33 Point Band: 718-741**

Factor	Knowledge	Interpersonal Skills	Physical Effort	Concentration	Complexity	Accountability & Decision Making	Impact	Development and Leadership	Environmental Working Conditions	Total Points
Rating	4	4	2	3	4	5	4	5	2	
Points	187	67	13	14	120	108	83	107	21	720

JOB SUMMARY

The Visitor Information Centre Supervisor performs highly responsible supervisory and administrative work involving the supervision and operation of a provincial visitor tourism information facility within the guidelines established by the Department.

Key and Periodic Activities:

- Plans, schedules, assigns and supervises the work of recurring seasonal and student employees; monitors staff performance and conducts performance reviews; provides and/or assists with orientation and training provided to new staff and student employees.
- Evaluates operational and administrative procedures to identify and resolve problems and to institute or modify systems and procedures.
- Ensures the maintenance of inventory control of tourism literature and initiates replenishment requests as required.
- Coordinates the activities of the Centre to ensure standardization of information with other provincial and community based Visitor Information Centres.
- Performs administrative duties to ensure the successful maintenance and operation of the Visitor Information Centres, such as payroll, staff scheduling and leave requests, building and ground maintenance and proper security measures.
- Acts as a liaison for the Department on a local, provincial, national and international level. Gathers information for visitors and develops new resources to meet their needs. Ensures that appropriate recording mechanisms are in place for visitor statistics and reports are forwarded to the Planning and Research Division in a timely manner.
- Ensures visitor needs are met by answering questions and providing information in person and by email in a professional manner.
- Performs tourism related research.
- Assists with budget preparation, purchasing and accounting procedures.
- Manages a petty cash budget for the Visitor Information Centre and ensures correct remittance procedures are followed.
- Prepares annual report on the Visitor Information Centre's operations.
- Participates in staff meetings.

SKILL**Knowledge****General and Specific Knowledge:**

- Newfoundland and Labrador Tourism, Culture, Geography, Economy and History
- Budget preparation, purchasing and accounting procedures
- First Aid, CPR

Formal Education and/or Certification(s):

- Minimum: 2 year Diploma in Tourism or Business

Years of Experience:

- Minimum: 4 – 5 years of experience

Competencies:

- Good oral and written communication skills.
- Effective customer service skills.
- Computer skills.
- Ability to provide direction to others to complete tasks.
- Ability to apply government administrative policies/procedures to operations of Visitor Services Centre.

Interpersonal Skills

- A range of interpersonal skills are utilized including listening to information and inquiries from the general public regarding various aspects of Newfoundland and Labrador; asking questions to clarify visitor inquiries; providing routine and complex tourism related information and direction to visitors; promoting Newfoundland and Labrador Tourism; training and mentoring staff; gaining the cooperation of staff/management to complete work and dealing with upset or angry people.
- Communications occur with other visitor information centre staff; departmental staff; supervisors and managers; summer students; suppliers and members of the general public.

EFFORT

Physical Effort

- Work demands occasionally result in fatigue, requiring periods of rest.
- Lifting and moving of boxes of tourism related information weighing up to 25 lbs is required. Unpacking boxes requires working in awkward positions requiring bending and kneeling.
- Work requires sitting, standing and walking to provide visitor information services and oversee Visitor Information Centre operations.
- Fine finger or precision work is required to operate computers.

Concentration

- **Visual** concentration is required to perform computer and administrative work including updating the Tourism Data Management System and compiling statistics.
- **Auditory** concentration is required to listen to and answer visitor questions and provide tourism related information.
- **Repetition** requiring alertness is evident when providing the same tourism information on multiple occasions.
- **Interruptions** occur frequently as work is customer service based and providing information to visitors takes priority.
- **Lack of control over work pace** is dependent upon the number of visitors to a centre.
- **Alertness for the health and safety** of visitors is required.

- **Exact results or precision** is required to provide accurate information and directions to tourists; to maintain an inventory of tourism literature and to record the number of visitations to a Visitor Information Centre.

Complexity

- Work tasks/activities involve related processes and methods but there are some related as well (administrative and supervisory).
- Typical challenges relate to visitor inquiries which can be routine or complex in nature or relate to the operations of a Visitor Information Centre including supervision of staff especially as it relates to getting ready for tourism season.
- References available to address typical challenges or issues include various Newfoundland and Labrador Tourism publications; web sites and internal operating policies and procedures.

RESPONSIBILITY

Accountability and Decision-Making

- Work tasks and activities are generally prescribed or controlled as assignments are received from head office and work is performed with minimal direction requiring considerable initiative, judgment and tact.
- Independent decisions can be made regarding scheduling staff hours; opening and closing Visitor Information Centres; ordering and receiving stock as well as building and grounds maintenance and security.
- Supervisory approval is required for any changes in policies or procedures.
- Discretion is exercised within predetermined limits with regards to scheduling, petty cash and hours of operation.
- Discretion and judgment is exercised in the operation of a Visitor Information Centre.
- High degree of independent discretion and judgment is exercised regarding the termination of student employees.

Impact

- Results of work tasks and activities are directly felt within the Visitor Information Centre, the Department, outside the organization and on the general public. Work tasks and activities directly impact on equipment, processes and systems of the Visitor Information Centres as well as on tourism information, material and human resources.
- Consequences of mistakes or errors are felt within the immediate work area, department, outside the organization and on the general public if incorrect or inaccurate information is provided to visitors. Mistakes in visitor services impact on tourism information, the public and on corporate image in terms of visitor satisfaction and future tourist visits.
- Consequences of mistakes or errors are typically identified and resolved within 24 hours.

Development and Leadership of Others

- Supervises a medium size work group of employees and/or students (5 to 10).

WORKING CONDITIONS

Environmental Working Conditions

- No special precautions or safety equipment is required.
- Limited likelihood of minor cuts, bruises, abrasions, minor illnesses, fractures, injury or

occupational illness resulting in partial or total disability.

- Exposure to computer glare; infectious diseases from working with the general public; distracting noise and lack of privacy from working in an open office environment.