

POSITION DESCRIPTION



Date: 1 July 2026

1. Position Identification

Title:	Customer Service Officer – Ningaloo Visitor Centre				
Position Number:	PE.RE.64	Level:	4	Agreement:	Shire of Exmouth Industrial Agreement 2025
Department:	Economic and Lifestyle Services				
Section:	Tourism Services				
Location:	Exmouth, Western Australia				

2. Reporting Relationships

Reports to:	Coordinator Aquarium and Tourism Services
Direct Reports:	Nil

3. Value Statement

Embrace and promote the values of integrity, accountability, respect and innovation.

- **Integrity**
We act with care and diligence - making decisions that are honest, impartial, timely and based on all relevant information.
- **Accountability**
We use Shire resources in a responsible and accountable manner that ensures the efficient, effective and appropriate use of resources and information.
- **Respect**
We treat people with dignity, fairness and recognise their interests and rights.
- **Innovation**
We strive for continuous improvement, embrace change and challenge the status quo.

4. Role Purpose

Reporting to the Coordinator Aquarium and Tourism Services, the Customer Service Officer is the first point of contact for visitors and customers and is responsible for providing outstanding customer service experience.

5. Key Objectives

- Provide high quality customer service to enhance the visitor and customer experience and promote the Ningaloo Aquarium & Discovery Centre (NADC) and the Ningaloo destination.
- Responsible for the essential day-to-day activities of the Ningaloo Visitor Centre (NVC) and provide support to areas of the Ningaloo Centre including activities associated with the conference centre, galleries and exhibits and other tourism related activities.

6. Key Responsibilities

- Provide an outstanding customer service experience for visitors and customers.
- Prepare the centre or store for daily visitation and operation, including opening and closing procedures.
- Operate the electronic point-of-sale system for the sale of tickets, including but not limited to cash handling and electronic payment processing.
- Accurately and efficiently use online booking platforms.
- Provide general tourism information for visitors to Exmouth and the Ningaloo Region.
- Ensure the NVC presents as professional, modern, clean, and highly welcoming visitor facility.
- Provide support for the conference centre activities, galleries and exhibits as direction is provided.
- Provide support for tourism related activities (e.g. cruise ships, tour guides) as directed.
- Undertake relevant administrative duties within the NVC.
- Provide customer service and administrative support to other parts of the Shire if required.
- Any other duties consistent with the level of this position.

7. Risk Management and Workplace Health and Safety

Employees must carry out their duties in accordance with the requirements of the **Work Health and Safety Act 2020 (WA)**, associated regulations, codes of practice and the Shire's policies and procedures.

This includes, but is not limited to:

- Taking reasonable care for their own health and safety and that of others who may be affected by their actions or omissions.
- Complying with safe work procedures, policies and reasonable instructions provided by the Shire.
- Identifying and reporting hazards, incidents, injuries and near misses as soon as practicable.
- Using equipment, tools and Personal Protective Equipment (PPE) in a safe and appropriate manner.
- Participating in safety training, inductions and safety initiatives as required.
- Cooperating with the Shire on matters relating to work health and safety.
- Not intentionally or recklessly interfering with or misusing anything provided for health and safety purposes.

Employees are also expected to support the Shire's **risk management practices** by:

- Identifying and reporting risks that may impact safety, service delivery, compliance or organisational objectives.
- Complying with the Shire's risk management framework, policies and procedures.
- Taking reasonable steps to minimise risks within their work activities and reporting any issues that may affect the safe and effective delivery of services.

8. Qualifications and Work Experience

Mandatory Requirements

- Hold a current national "C" class driver's licence.
- Valid permanent Australian Work Rights.

Essential Requirements

- Demonstrated ability to provide an outstanding customer service experience.

- Well-developed written and verbal communication skills.
- Demonstrated computer literacy, including Microsoft programs such as Excel, Word and Outlook, as well as online booking platforms.
- Well-developed communication and interpersonal skills with the ability to work effectively in a team environment.
- High standard of professional personal presentation.
- Ability to demonstrate and support the values of the Shire of Exmouth.

Desirable Requirements

- An understanding of the tourism industry in particular, experience in the day-to-day operation of visitor centres and visitor attractions.
- Certificate in Tourism, tour guiding or relevant experience.

Note: The requirements and responsibilities in this position description are a general guide only and are not all inclusive. The Position Description may be reviewed at any time based on operational requirements.