



Shire of
Bridgetown-Greenbushes
The heart and soul of the South West

RECRUITMENT INFORMATION PACKAGE

Visitor Centre Officer

PART-TIME

Applications will be accepted until Close of Business on 4 November 2026.

Shire of Bridgetown-Greenbushes

Enclosed is the following information to assist you in applying for the abovementioned position with the Shire of Bridgetown-Greenbushes.

- Copy of the advert calling for applications
- Position Description
- Information for Prospective Applications - includes information on how to submit an application.

If you have any queries regarding the position please contact Careers on (08) 9761 0807 or via email to careers@bridgetown.wa.gov.au.

VACANCY

Visitor Centre Officer

PART-TIME

Location: Bridgetown-Greenbushes Visitor Centre

Employment Type: Part-Time (30 hours per fortnight, including alternating weekends)

Reports To: Coordinator Culture and Tourism

About the Role

Are you someone who loves a good chat, has a passion for Bridgetown-Greenbushes, and enjoys helping people discover the best of the region? The Bridgetown-Greenbushes Visitor Centre is seeking a friendly and knowledgeable **Visitor Centre Officer** to join our small and enthusiastic team.

This role is perfect for someone who enjoys connecting with visitors, sharing local stories, and promoting everything our beautiful corner of the South West has to offer. Located in the historic Bridgetown Railway Station, the Visitor Centre is also home to the Station Masters Gallery and Goorbilyup Gallery, offering a unique opportunity to engage with local art and culture.

Key Responsibilities

- Welcome and assist visitors, providing information, recommendations and bookings to enhance their experience of the region.
- Promote local tourism, attractions, events, accommodation, dining and experiences.
- Maintain accurate and up-to-date tourism information, resources and Visitor Centre displays.
- Assist with the presentation and upkeep of galleries, exhibitions, artwork and promotional materials.
- Support tourism promotion through social media, digital content and other marketing activities.
- Maintain a welcoming, organised and professional environment for visitors, local businesses and the community.
- Assist with general Visitor Centre administration, records and reporting as required.

About You

We are looking for someone who:

- Enjoys working with people and providing excellent customer service.
- Has good communication, organisation and computer skills.
- Has an interest in tourism, local history, arts or the South West.
- Works well independently and as part of a team.
- Is willing to learn, take initiative and contribute across a varied role.
- Has an interest or experience in social media, digital marketing or content creation.

Why Join Us?

The Shire of Bridgetown-Greenbushes values innovation, collaboration and community.

At the Shire of Bridgetown-Greenbushes, we live our values:

- Welcoming – We foster inclusion and approachability
- Community Minded – We work collaboratively with and for our people
- Creative – We seek better ways through innovation
- Sustainable – We consider the future in every decision
- Cost-Effective & Accountable – We ensure value for our community

Applicants need to provide a resume and cover letter addressing the Selection Criteria in the Information Package.

Applications close on 4 November 2026. Applications will be assessed as they are received. The Shire reserves the right to close this vacancy and make an appointment before the advertised closing date. Early applications are encouraged.

POSITION DESCRIPTION

1. **POSITION TITLE** VISITOR CENTRE OFFICER
2. **DEPARTMENT** Corporate, Economic and Community Development
3. **AWARD COVERAGE AND CONDITIONS**
 - Level 3.1 of the Local Government Officers' (WA) Award 2021 and the applicable Shire of Bridgetown-Greenbushes Enterprise Agreement.
 - Requirement to work weekends.

4. **POSITION OBJECTIVES**

To provide efficient and excellent customer service to all visitors in the Visitors Centre.

The position will also support the promotion of the Bridgetown-Greenbushes tourism destination through digital content, social media, tourism marketing, events and engagement with local tourism businesses and community organisations.

5. **REQUIREMENTS OF THE POSITION**

5.1 Skills

Essential:

- Demonstrated effective interpersonal and customer service skills.
- Well-developed verbal and written communication skills.
- Ability to provide friendly, helpful and informative service to a diverse range of visitors.
- Ability to work independently and as part of a small team.
- Sound time management skills, including the ability to prioritise tasks and meet deadlines.
- Competency with Microsoft Office programs.
- Ability to develop and maintain a good knowledge of local tourism products, attractions, events and services.
- Ability to use initiative and identify tasks that can be undertaken during quieter periods.

Desirable:

- Experience using Canva, Adobe Express or similar graphic design and digital content creation platforms.
- Experience creating content for social media platforms, particularly Facebook and Instagram.
- Experience developing promotional material such as social media graphics, posters, flyers, brochures and digital content.
- Understanding of social media marketing and how digital platforms can be used to promote a tourism destination.
- An interest in developing creative and engaging tourism content.

5.2 Knowledge

- Knowledge or understanding of the local tourism industry and the Bridgetown-Greenbushes region.
- Understanding of the importance of providing a high-quality visitor experience.
- Understanding of tourism marketing, social media and digital promotion.
- Knowledge of local history, heritage, arts, culture and natural attractions.

5.3 Experience

- Customer service experience.
- Experience working effectively in a team environment.
- Previous experience in tourism, visitor information, hospitality or local government.
- Experience working with local businesses, community organisations or tourism operators.

5.4 Qualifications

- Tertiary qualification in Tourism, Marketing, Communications or a related field is desirable but not essential.

KEY DUTIES/RESPONSIBILITIES

6.

6.1 Visitor Services and Centre Operations

- Provide friendly, professional and informative customer service to visitors and the local community, responding to counter, telephone and email enquiries.
- Maintain current knowledge of local and regional tourism products, attractions, accommodation, events, businesses and visitor experiences.
- Ensure the Visitor Centre is welcoming, informative and attractively presented, including maintaining adequate supplies of brochures, maps and visitor information.
- Assist with the presentation and maintenance of galleries, exhibitions and displays.
- Assist with retail merchandising and stock management through POS software.
- Operate cash register, EFTPOS facility, credit card and online payments sales and complete daily bank reconciliation.
- Maintain visitor statistics and undertake general administration relevant to the operation of the Visitor Centre.
- Develop positive relationships with local tourism operators, businesses, community organisations and other stakeholders.
- Participate in tourism familiarisation activities and other relevant activities to maintain knowledge of the region.

6.2 Tourism Promotion and Digital Content

- Assist with promoting the Bridgetown-Greenbushes destination, including local tourism experiences, businesses, attractions, events and exhibitions.
- Create and assist with newsletters, websites and other promotional communications.
- Create promotional graphics and digital content using Canva, Adobe Express or similar programs.
- Assist with tourism marketing campaigns and promotional activities undertaken by the Shire and relevant tourism organisations.

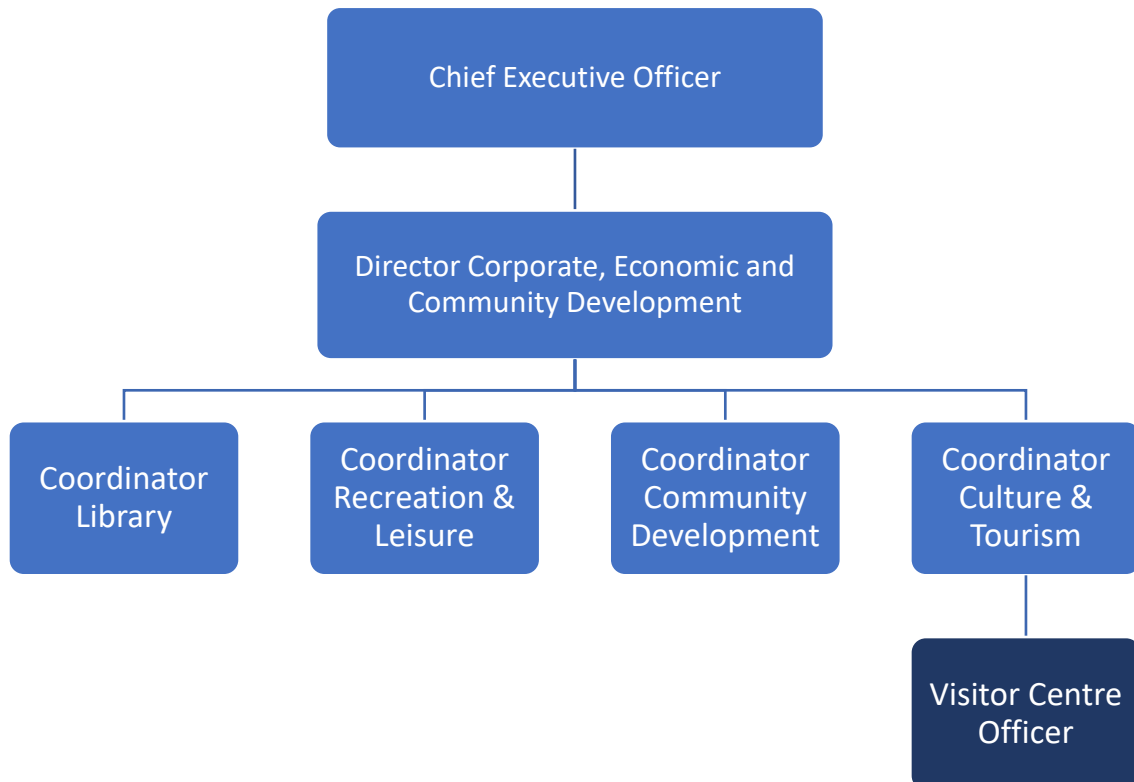
6.3 Work Health & Safety

- Comply with WHS legislation, Council policies and procedures and report hazards, incidents and safety issues

7. ORGANISATIONAL RELATIONSHIPS

Reporting to Coordinator Culture & Tourism

Supervision of None



8 EXTENT OF AUTHORITY

Operates under the supervision of Manager Visitor Servicing within the limits of statutory requirements and Council policies.

9 SELECTION CRITERIA

Criterion	Essential	Desirable
Demonstrated effective interpersonal and customer service skills.	✓	
Well-developed verbal and written communication skills.	✓	
Ability to provide friendly, helpful and informative service to a diverse range of visitors.	✓	
Ability to work independently and as part of a small team	✓	
Sound time management skills, including the ability to prioritise tasks and meet deadlines.	✓	
Competency with Microsoft Office programs.	✓	
Ability to develop and maintain a good knowledge of local tourism products, attractions, events and services.	✓	
Ability to use initiative and identify tasks that can be undertaken during quieter periods.	✓	
Experience using Canva, Adobe Express or similar graphic design and digital content creation platforms.		✓
Experience creating content for social media platforms, particularly Facebook and Instagram.		✓
Experience developing promotional material such as social media graphics, posters, flyers, brochures and digital content.		✓
Understanding of social media marketing and how digital platforms can be used to promote a tourism destination.		✓
An interest in developing creative and engaging tourism content.		✓

I UNDERSTAND THAT THIS POSITION DESCRIPTION FORMS PART OF THE TERMS AND CONDITIONS OF EMPLOYMENT WITH THE SHIRE OF BRIDGETOWN-GREENBUSHES

Employee

Signature: _____ Date: _____

Supervisor

Signature: _____ Date: _____

INFORMATION FOR PROSPECTIVE APPLICANTS

Thank you for your interest in the position advertised by the Shire of Bridgetown-Greenbushes. To assist you in submitting your application, please take the time to read the following information.

Equal Employment Opportunity

The Shire of Bridgetown-Greenbushes is an equal opportunity employer. All applications for a position will be assessed against the criteria included in the Position Description.

Completing your Application

Your application should include the following:

1. A **covering letter** stating why you are applying for the position.
2. A **resume or curriculum vitae** which includes your relevant personal details, qualifications, work history, education and professional memberships. Relevant work history should commence with the most recent position you have held as well as the dates/period of employment. In the description of your work history give a brief summary of the duties and responsibilities for each of the positions.
3. The **names and contact details of at least two (2) referees** should be included in your resume or curriculum vitae. Referees may be contacted to verify your claims in relation to your prior work performance. **DO NOT SUBMIT ORIGINAL COPIES OF REFERENCES.**
4. **Photocopies of your qualification(s) or academic records** of current studies should be attached to your application. **DO NOT SUBMIT ORIGINAL CERTIFICATES OF YOUR QUALIFICATIONS OR ACADEMIC RECORDS.**

Please note all applications received will become the property of the Shire of Bridgetown-Greenbushes and cannot be returned to unsuccessful applicants.

Lodging your Application

Applications will be accepted via email to careers@bridgetown.wa.gov.au or via Seek.

Applications will be assessed as they are received. The Shire reserves the right to close this vacancy and make an appointment before the advertised closing date. Early applications are encouraged.

Queries

If you have queries with regards to completing your application, please contact Careers on (08) 9761 0807 or careers@bridgetown.wa.gov.au

For information on the Shire of Bridgetown-Greenbushes, visit our website www.bridgetown.wa.gov.au