

Position Description

Position Title	Tourism & Events Officer		
Department	Economic Development & Growth	Position Number	ED&G03
Grade	Grade 9	Location	Council Administration Office - Coonamble
Status	Permanent Full Time	Hours	35hrs week / 70 hrs per fortnight
Reports To	Manager Economic Development & Growth	Industrial Instrument	Local Government (State) Award 2020
Date Revised	7/08/2020	Version Number	1
Direct Responsibilities	Tourism and Events		

Council's Vision

Coonamble Shire is a connected, respectful, and diverse community, working together in a healthy natural environment that supports our vibrant local economy.

Council's Mission

Through its undertakings, maintain and improve the services to ratepayers by the efficient and effective management of assets and the environment in response to community needs.

Position Summary

The Tourism & Events Officer is focused on providing a broad range of tourism products, successful event management and services to residents, visiting friends and relative traffic (VFR), destination and transiting visitors.

This position is responsible for driving visitation to the Shire and improving visitor experiences. This will be achieved through professional tourism product development, marketing, event management, Visitor Information Centre services and operator capacity building.

Position Benefits

- Four (4) weeks annual leave per year.
- Uniform Allowance as per current policy.
- Employee Assistance Program (EAP).
- Council provided hi-vis and safety work wear and Personal Protective Equipment (PPE).
- Superannuation paid by Council in accordance with legislative and scheme requirements.
- Reasonable access to education and training, consistent with the individual's Employee Training Plan and Council's Annual Training Plan, Professional Development Policy and Budget.

Key Responsibilities

Management and Staff Supervision

- Manage VIC staff and volunteers on a day to day basis, including supervision, to ensure Council's compliance with all relevant legislation, codes of practice, guidelines, policies and procedures.

Tourism & Events

- Contribute to the development of new tourism product and services, and enhancement of existing product and operators, special events, festivals or activities, cultural, sporting or other appropriate activities.
- Coordinate all successful operations of Council managed events.
- Assist existing tourism operators build their capacity.
- Attract additional investors in the tourism area, where feasible.
- Development and implementation of a Tourism Strategy for Coonamble Shire, whilst maintaining branding.
- Develop regional and major population centre links to attract visitors to the area and share costs.
- Maintain existing and develop new sector relationships, analyse potentially beneficial connections and recommend action.
- Coordinate the effective operation of the Visitor Information Centre that ensures that Visitor Information Centre promotional and electronic marketing materials and information, including destination, accommodation and event listings, are up to date, accurate and available to visitors.
- Provide event management assistance to local community groups to ensure the successful planning, budgeting and promotion of events and the efficient delivery of Council support.
- Assist in developing, implementing and monitoring Council event operational procedures and documentation, including event listings and maintenance of event databases that are readily available to relevant stakeholders.

Records

- Ensure the department's compliance with Council's record management systems.
- Ensure that all critical processes and procedures are documented, including standard operating manuals.

IP&R and Strategic Planning

- Contribution towards the goals outlined in Council's Delivery Plan and Integrated Planning Process relevant to department.

Finance

- Ensure duties are undertaken within budget constraints.
- Ensuring that accounting transactions and records are in accordance with the Local Government Act and Financial Regulations.

WHS

- Ensure all work is completed using safe work practices following safe work method statements, risk assessments, injury and incident reporting and other WHS requirements for own area of work.
- Documented SWMS, risk assessments and other risk management documents developed and implemented. All accidents, incidents and near misses reported within correct timeframe.

General

- Provide excellent customer service to both internal and external customers.
- Prepare information and compile reports as requested.
- Development and implementation of Council's policies and procedures in conjunction with other departments.
- All procedures, process and behaviour complies with the Council's Code of Conduct, EEO and Anti-discrimination principles.
- Any other duties as directed by Manager Economic Development & Growth.

Key Internal Relationships

<i>Who</i> Manager Economic Development & Growth	<i>Why</i> Collaborate with the Manager Economic Development & Growth to ensure service continuity and compliance with all statutory and proclamation requirements.
Council Departments	Collaborate with all Council Departments to ensure service continuity and high level customer service and records management.
Direct Reports	VIC staff and Volunteers.

Key External Relationships

<i>Who</i> External Stakeholders and Committees	<i>Why</i> Represent Council and assist with the achievement of positive outcomes within Council and government policy frameworks. Set up, support, and manage relevant external committees and working groups as required.
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Delegations

- Nil

Essential Requirements

Technical Requirements

- Tertiary Qualifications in Tourism, Events Management, Business Administration or equivalent (Certificate IV level).
- Demonstrated experience in a similar role (3+ years).
- Sound knowledge of Tourism & Events preferably applicable to the local government context, with the demonstrated ability to effectively apply this knowledge.
- Experience working with community groups and stakeholders.
- Australian resident or equivalent or holding a Visa allowing employment in Australia.
- Proficient computer literacy and ability to use MS Word, Excel and Outlook and relevant professional/technical software.
- Demonstrated understanding of and commitment to the principles and legislative requirements of Work Health and Safety (WH&S), monitoring commitment within work team.
- Class C Drivers Licence.

Desirable Requirements

- Completion of relevant training courses and Certificates.
- Local Government Experience.

Selection Criteria

- Tertiary Qualifications in Tourism, Events Management, Business Administration or equivalent (Certificate IV level).
- Demonstrated experience in a similar role (3+ years).
- Sound knowledge of Tourism & Events preferably applicable to the local government context, with the demonstrated ability to effectively apply this knowledge.
- Adept organisational, planning and problem solving skills, working in line with organisational goals, and with the ability to adapt to changing priorities.
- Adept with the allocation of resources and be able to effectively monitor, evaluate and report on progress and deliver results.
- Sound ability to manage self, showing drive and motivation, demonstrated accountability including taking responsibility for own actions, commitment to safety, and consistently acting in line with legislation and policy.
- Adept ability to display resilience and adaptability, express own views, persevere through challenges, and be flexible and willing to change.
- Sound interpersonal skills, with the ability to establish and maintain effective working relationships, work independently with minimal supervision, and contribute positively within a team environment.
- Adept ability to communicate with all internal and external stakeholders (both verbally and in writing) clearly and respectfully, listening, and encouraging input from others.

I acknowledge and understand the requirements of the role as contained within this position description.

Signed:	
Name:	
Date:	