



Position Description

Job Title	Tourism Development Manager
Division	Development, Commercial and Urban Services
Position Number/Status	DCUS 6501 Permanent Full time/Permanent part time considered
Reports To	Director of Development, Commercial and Urban Services
Grade	Grade 11/12 Indicative Range \$67,475 - \$94,687 plus super, vehicle access and relocation benefits,
Date revised	

Position Summary

Coonamble Shire Council's goal is to maintain and improve the services it provides to ratepayers and other clients through effective and efficient management of assets, resources and the environment, in response to Community needs.

The Shire is committed to providing quality customer services to residents and those who visit or transit the area. Excellence and professionalism, which places customers first, in both external and internal dealings, are key elements in ensuring that people are dealt with in the right way and receive the assistance that they need.

This role exists to provide a broad range of Tourism product and services to residents, visiting friends and relative traffic (VFR), destination and transiting visitors.

Objective

The Tourism Development Manager is responsible for professional tourism development, marketing, visitor information and sustainment activities that ensure or enhance the Shires' attractiveness as a destination or transit point and as a provider of quality customer service and facilities.

Key Accountabilities	Performance Indicators
<p>Under broad general direction:</p> <p>Analyse Visitor needs and assess and generate an appropriate value package for visitors</p> <p>Facilitate the development of new tourism product and enhancement of existing product, including special events, festivals or activities, cultural, sporting or other appropriate activities</p> <p>Assist existing tourism operators grow their patronage.</p> <p>Attract additional investors in the tourism area, where feasible.</p> <p>Development of a Marketing Plan for the Coonamble Shire area</p> <p>Overseeing the Visitor Information Centre/s (VIC) in the Shire</p> <p>Develop regional and major population centre links to attract visitors to the area and share costs, Attend relevant Trade shows</p> <p>Identify opportunities and obtain funding or produce revenue to support advertising, promotion and development</p> <p>Develop Information and promotional packages for potential visitors, manage Brand, design and creative activities; conduct marketing exercises</p> <p>Co-ordinate and participate in co-operative promotional activities</p> <p>Maintain existing Sister City relationships, analyse potentially beneficial connections and recommend action</p> <p>Regular reporting to Council through the Director and General Manager on progress, development and activities.</p> <p>Use ICT facilities, including web pages and social media to promote the Shire.</p>	

Core capabilities & Selection Criteria

- Ability to manage the “technical’ aspects of the position i.e. the job specific duties, and provide operational responsiveness
- Ability to think both strategically and with common sense
- Ability to achieve results, using a businesslike approach
- Ability to develop productive working and interpersonal relationships, including team skills
- Demonstrated drive and integrity
- Ability to communicate effectively with oral, written and representational skills
- A sound knowledge of the need to work safely, including OH&S and good environmental awareness
- Cultural Awareness and sensitivity towards equity and diversity

Technical Requirements	Personal Attributes
<p>Essential Requirements</p> <p>HSC or equivalent</p> <p>Tertiary qualifications in tourism or a related discipline, at least to an intermediate level</p> <p>Demonstrated experience in a similar role</p> <p>Demonstrated ability to use MS Word, Excel, Outlook, PowerPoint and operate Web based and tourism related software</p> <p>Class C Drivers Licence</p> <p>Desirable Requirements</p> <p>Completion of relevant training courses and Certificates</p> <p>Knowledge of Local Government</p>	<p>Essential Requirements</p> <p>Australian resident or equivalent or holding a visa allowing employment in Australia</p> <p>Sufficiently fit to carry out any safety drill or rescue duty that may arise</p> <p>Ability to adapt to change</p> <p>Excellent interpersonal and team skills</p> <p>Desirable Requirements</p>

Organisational Relationships and Delegations

All Council Departments

The Development, Commercial and Urban Services Team

Local Tourism Plant Operators including Accommodation, Food and Beverage outlets, Museums, Craft and Cultural Centres, Retail and Hospitality industries, Clubs and sporting organisations

Tourism and Visitor Centre Networks, particularly regional and state locations, Sister City contacts

Government Tourism Agencies and Travel Associations, Arts Councils and Funding bodies

Visitors

Delegations as advised.

I acknowledge and understand the requirements of the role as contained within this Position Description.

Signed:

Name:

Date: