Position Description

A. POSITION PROFILE

Position:

Tourism and Economic Development Officer

12 Month Contract Position

Position Occupant:

Vacant

Department:

General Manager

Position Evaluation:
Salary System Grade: 11

Section/Group:

Community & Culture

Conditions of Employment:

Australian Citizen or Right to Work in Australia

Local Government (State) Award 2017

Permanent Full-time – flexible hours
12 Month Contract Position

Location:

Cootamundra ☒ Gundagai ☐

Direct Supervisor:

Manager Community & Culture

Additional Benefits:

Nine Day Fortnight Agreement

Number of Staff Supervised by this position:

Nil

B. STATEMENT OF FUNCTION

Market the local government area, develop quality tourism products and services and guide the activities of local tourism organisations to increase visitation to the region, enhance the visitor experience and contribute to the local economy. Develop, implement and promote a strategic economic development program for the Council area.

C. KEY RESPONSIBILITIES

1. Implementation of the CGRC Tourism and Economic Development Strategy and Branding and Marketing Plan.
2. Maintain Council's tourism information, including online and printed, to ensure quality and consistency.
3. Support existing businesses to grow, develop and work together, and actively encourage diversification and attraction of new business.

D. DUTIES

Tourism

1. Prepare and / or provide assistance to senior staff and the Tourism Action Committees in the production of Tourism media releases.
2. Undertake radio presentation to promote local tourism and the activities of Council.
3. Liaise with community groups, businesses, Visitors' Information Centres, Cootamundra Development Corporation (monthly), Government bodies and departments and public interest groups for the support of activities to the benefit of the community.
4. Manage operation of Council owned tourism attractions in Cootamundra (including the Visitor Centre) to assist with their ongoing development and promotion (including having an awareness of Gundagai Council managed tourism attractions and opportunities to create efficiencies), in association with appropriate committees.
5. Organise and set up promotional displays and represent the Council at tourism conferences and promotional events.
6. Work with TAO to Prepare, coordinate production and implement Gundagai & Cootamundra Visitor Guides. Maintain levels of supplies and ensure updates are carried out as required so they are continually available.
7. Prepare the annual update to Councils compendium and place in local accommodation rooms in Cootamundra (August).
8. Prepare, coordinate production, and disseminate Council tourist brochures for Cootamundra i.e. Heritage Walk, maps etc.
9. Manage Cootamundra tourism website, including the update of relevant content on Council's main page.
10. Attend relevant meetings/networks as required, including being a Council representative to Thrive Riverina and playing an active role in the collective marketing of the Riverina Region.
11. Provide a desirable range of souvenir items for sale for profit in the Cootamundra VIC and Bradman's Birthplace and develop purchasing policies to guide reordering (including coordination with Gundagai VIC's staff where appropriate).
12. Implementation of the branding & marketing plan action plan within budgetary allowances (in conjunction with MCC)
13. Prepare final documentation of grant applications to secure funding for promotional projects and activities.

Economic Development

1. Monitor and support the Cootamundra Development Corporation in their activities, including reporting.
2. Work with MCC to Develop and deliver projects that promote economic development, employment creation and skills enhancement in accordance with the Tourism and Economic Development Strategy and Community Strategic Plan.
3. Assist community groups and develop capacity to prepare grant applications and seeking sponsorship.

Tourism Event Coordination

1. Operate as Council's primary and central point of contact and co-ordinate enquiries and requests from members of the public wishing to hold a Tourism event.
2. Liaise with relevant Council staff members in regard to Tourism event requirements.
3. Prepare Tourism Event Packs containing all information relevant to holding any event held within the Council area and distribute to event organisers.
4. Assist with planning and implementation of Tourism events for which Community groups or s355 Committees of Council are the primary sponsor and in which Council has agreed to be involved.
5. Develop and implement communication action plans for Tourism events to ensure that they contribute to achieving Councils objectives, achieve high levels of attendance and satisfaction among attendees and stakeholders.

6. Develop and manage sponsorship/funding proposals and other partnership opportunities to help extend the audience-reach and cost-effectiveness of Council Tourism events and activities.

General Administration

1. Secure (and optimise existing) funding sources and ensure all marketing achieves best value for Council.
2. Work with MCC to Identify and pursue appropriate Government grants for various components of the Tourism and Economic Development Strategy.
3. Report to the Manager Community & Culture regularly (fortnightly) on matters relating to tourism development.
4. Establish and maintain an awareness of relevant political, social and legislative developments likely to impact on the tourism industry of the Cootamundra-Gundagai Regional Council.
5. Regularly report on tourism matters and issues to Council and the Tourism Action Committee.
6. Other duties as directed.

E. ESSENTIAL CRITERIA

1. Minimum two years' experience in customer service.
2. Relevant tertiary qualification in Tourism, Marketing, Economics, Advertising or Events Management or equivalent workplace experience and professional development.
3. Demonstrated computer skills, including experience in the use of all Microsoft applications and ability to use Adobe design software.
4. Experience in desktop publishing and website design and/or maintenance.
5. Proven written communication skills to produce effective correspondence, reports and submissions.
6. Demonstrated verbal communication and interpersonal skills including the ability to interact and negotiate in a professional manner with the media, business networks, other external parties, members of the public, and staff at all levels of the organisation.
7. Experience in conducting and participating in meetings and speaking publicly.
8. Demonstrated event co-ordination and organisational skills, with the ability to plan and co-ordinate activities and resources in detail, to achieve desired outcomes.
9. Proven ability to work effectively in a team environment, including the ability to interact amicably with staff at all levels of the organisation, communicate effectively, participate constructively in team meetings and contribute to team outcomes.
10. Drivers Licence Class C (car).

F. DESIRABLE CRITERIA

1. Demonstrated understanding of the role and functions of local government.
2. First Aid Certificate.