



**SHIRE OF
HARVEY**

Team work

We are a united team who works together towards a common goal.

Integrity

We are empowered and accountable when making decisions.

Excellence

We are committed to an exceptional customer experience.

Leadership

We are adaptable and responsive in our leadership.

Respect

We are respectful of our history and work together to build our future.

Destination Marketing Officer

Our vision

Together, towards an even better lifestyle.

1. Position details

Directorate:	Sustainable Development	Level: 7 to 8
Reports to:	Manager Economic Development	
Supervision of:	Nil	
Significant Working Relationships:	CEO Councillors Executive Leadership Team Destination Harvey Region Team Managers External stakeholders Harvey Region Tourism Advisory Group	

2. Position summary

Responsible for the development and delivery of effective marketing and communications strategies for Destination Harvey Region, including visit, invest and live.

3. Community strategic objectives



Diversified Economy



Connected Communities



Protected Natural Environment



Sustainable Built Environment



Effective Civic Leadership

4. Key duties and responsibilities

Key functions	Specific duties
Governance, Strategy and Planning	<ul style="list-style-type: none"> • Work closely with the Destination Harvey Region team to execute an innovative Communication and Marketing Strategy and annual Action Plan, with the aim of building brand awareness and driving visitation. • Support the implementation of the Harvey Region Tourism Implementation Plan. • Set, manage, and report on annual marketing budgets, KPIs, and performance.
Partnerships and Industry Support	<ul style="list-style-type: none"> • Establish and maintain appropriate networks with other organisations and regional stakeholders to facilitate a co-operative approach to marketing the region, such as the Bunbury Geographe Tourism Partnership and Australia's South West. • Provide support and advice to other Shire business units and local tourism industry.
Marketing and Brand Development	<ul style="list-style-type: none"> • Position the Harvey Region as a visitor destination of choice. • Maintain and grow the Harvey Region's messaging, brand tone, and positioning in domestic markets based on market insights, while ensuring alignment of the brand.
PR	<ul style="list-style-type: none"> • Implement a PR Plan to further raise awareness of the Harvey Region as a place to visit and invest, and support the establishment of community pride. • Maintain a PR and Media Kit for media, ambassadors, stakeholders, politicians and industry. • Implement a Visiting Journalists and Influencers program. • Maintain media resources. • Prepare Harvey Region media releases and responses as required. • Prepare draft speech notes and talking points as required.
Digital Communications	<ul style="list-style-type: none"> • Maintain and implement a market-leading Digital Communications Strategy. • Create and manage a Destination Harvey Region (visit, invest, live and corporate) website with regular content development. • Develop and maintain Harvey Region social media platforms, including campaign execution.

	<ul style="list-style-type: none"> • Distribute regular trade, industry and consumer EDMs.
Content Development and Collateral	<ul style="list-style-type: none"> • Develop and share engaging content to drive communication that aligns correctly with the overall brand. • Create and share on-trend and engaging imagery and video. • Work collaboratively with external stakeholders such as the tourism industry, local businesses, advertisers, print production and media owners to execute communications material, including maps, brochures, itineraries, and prospectuses.
Campaigns	<ul style="list-style-type: none"> • Implement campaigns to drive visitation and brand awareness within the Perth and WA market, where possible, in collaboration with key partners.
Banners, Signage and Promotional Material	<ul style="list-style-type: none"> • Work collaboratively to develop promotional material, banners, event activations, entry statements, information bays and signage for the Harvey Region.
General	<ul style="list-style-type: none"> • Prepare reports to Council, Committees and the Executive Leadership Team as required. • Attend Council meetings and Advisory Meetings and provide advice/input on relevant matters. • Attend community and civic events where required. • Implement resolutions of Council when required and report on progress. • Perform other duties as requested within the scope of this level and in accordance with skills, knowledge and experience.
Other	<ul style="list-style-type: none"> • Reasonable duties commensurate with classification level. • National Crime Check. • Current "C" Class Drivers Licence.
Organisational	<ul style="list-style-type: none"> • Work in accordance with the Shire's Occupational Safety and risk principles. • Work in accordance with the Shire's defined Equal Employment Opportunity and Anti-discrimination legislation, procedures and principles. • Create and capture records of work activities in line with policies and procedures. • Contribute to ensuring a cohesive team approach where knowledge is shared and there is a demonstrated commitment to continuous

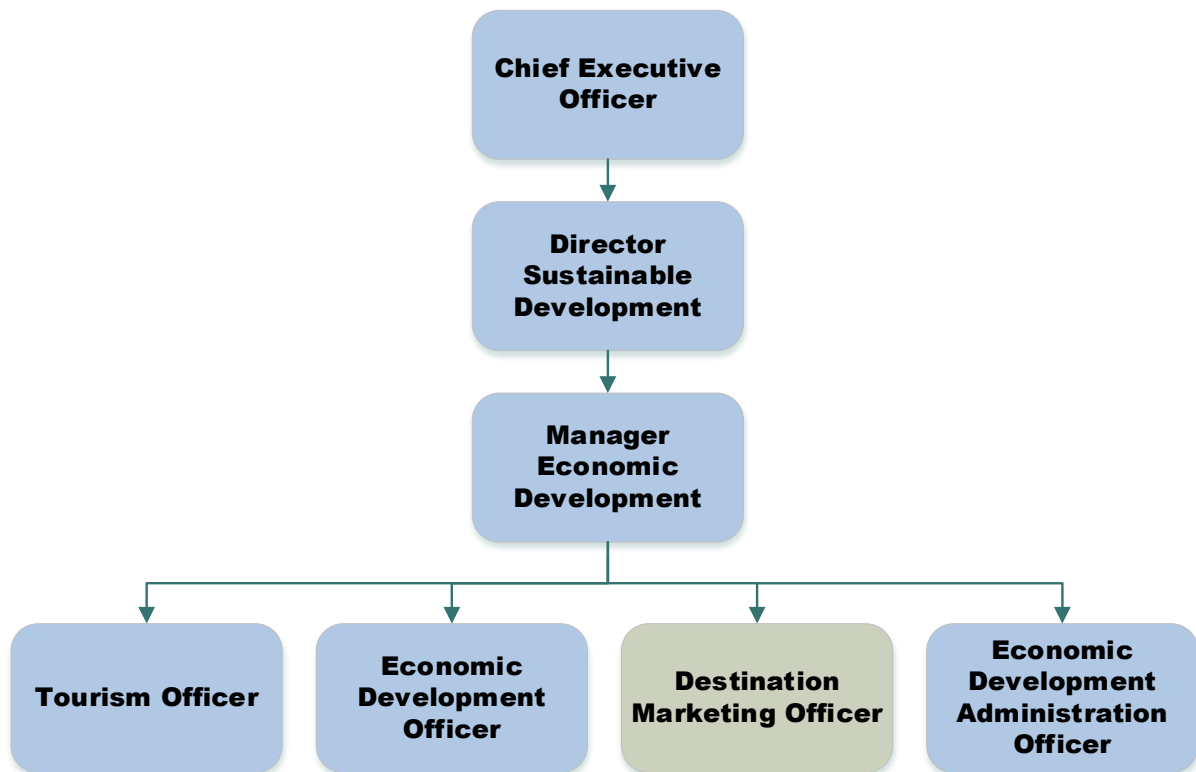
improvement and self-development, and participate in annual performance appraisal.

- Adhere to the Shire's Code of Conduct, policies and management practices as amended from time to time.
- Contribute to the attainment and development of strategic plan outcomes, strategies and actions.

5. Extent of authority

Position operates under the general direction of the Manager Economic Development and the Director Sustainable Development within established guidelines, procedures and policies of Council.

6. Your team



7. Position selection criteria

Essential

1. Appropriate tertiary or related qualifications in marketing, graphic design, journalism, communications or equivalent, or substantial experience in a similar role.
2. Ability to create and implement innovative communication strategies and campaigns based on qualitative data and within a variety of budgets.
3. Highly developed graphic and website design, and computer skills including, Adobe InDesign, Photoshop and Premiere Pro software, and WordPress, plus Microsoft programs.
4. Demonstrated experience in the development, implementation and monitoring of effective digital communications, including website, EDMs, imagery and social media content.
5. Highly developed communications and interpersonal skills, both written and verbal, including industry engagement, report writing, and preparing promotional material, with a meticulous attention to detail.
6. Proven ability to meet deadlines, lead and deliver projects, and multi-task either autonomously or as part of a team.
7. Well-developed brand creation, messaging and public relations skills.
8. Ability to manage and meet designated budgets and targets.

Desirable

1. Previous experience in a local or state government.
2. Previous experience in the business and/or tourism industry with an understanding of best practice and industry trends.
3. Demonstrated connections with media, influencers and the tourism industry.