



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.

## Tourism Officer

### Our vision

Together, towards an even better lifestyle.

### 1. Position details

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

### 2. Position summary

Actively support the development and delivery of business, economic and tourism development strategies and projects which underpin business growth, economic sustainability and employment throughout the Harvey Region.

### 3. Community strategic objectives



## 4. Our Values

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## 5. Key duties and responsibilities

Key functions	Specific duties
Governance, Strategy and Planning	<ul style="list-style-type: none"><li>• With the Manager Economic Development and the Director Sustainable Development, drive the implementation of the Harvey Region Tourism Implementation Plan and deliver scheduled initiatives and actions.</li><li>• Provide input to the development and implementation of other organisational strategies, master plans, place plans and projects that relate to tourism development.</li><li>• Support the review of relevant strategies and plans and report on outcomes.</li><li>• Undertake research to identify key issues and monitor tourism trends at a local, regional, state and national level.</li><li>• Coordinate activities and meetings of the Harvey Region Tourism Advisory Group.</li></ul>
Partnerships	<ul style="list-style-type: none"><li>• Maintain appropriate networks with other organisations and regional stakeholders to facilitate a co-operative approach to developing the Harvey Region.</li><li>• Develop positive and productive relationships with Harvey Region tourism and related businesses.</li><li>• Demonstrate integrity, inspire trust, avoid conflicts of interest and promote high standards in all work undertaken.</li></ul>
Industry Support and Business Development	<ul style="list-style-type: none"><li>• Working with other agencies and Shire officers, support the creation, development and expansion of successful and sustainable tourism and related businesses within the Region.</li><li>• Work with the Harvey Region Tourism Advisory Group to better connect the local tourism industry and Shire, coordinator industry functions and encourage industry collaboration, projects and partnerships.</li></ul>

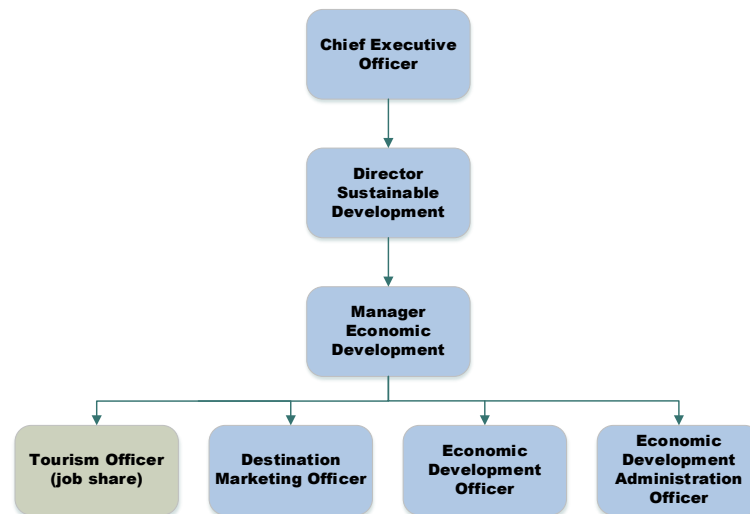
Destination Development	<ul style="list-style-type: none"> <li>• With the Manager Economic Development and the Destination Harvey Region business unit, deliver core destination development initiatives within the Shire's annual budget and Destination Harvey Region Gantt Chart.</li> <li>• Implement and support initiatives that enhance appropriate tourism investment attraction to the Region to expand product offering and visitor appeal, such as tourism attraction magnets, accommodation, food and beverage, tour operators and trails (heritage, culture and adventure – MTB, riding, hiking, kayaking etc.).</li> <li>• Support the business unit to work with government to facilitate essential infrastructure and services, including roads, transport, signage, and digital communications.</li> <li>• Identify and implement development funding opportunities to assist the delivery of the Harvey Region Tourism Implementation Plan and other related plans.</li> </ul>
Promotion	<ul style="list-style-type: none"> <li>• Support the Destination Marketing Officer to work with the local industry to develop and distribute innovative content, including digital and print collateral.</li> <li>• Support the establishment of tourism as front-of-mind within the Shire and the Harvey Region and foster community pride.</li> </ul>
Destination Events	<ul style="list-style-type: none"> <li>• Where required, encourage and support the development and capacity building of Harvey Region destination events focused on our brand values and core experiences to deliver economic benefit and vibrancy to our communities.</li> </ul>
Visitor Servicing	<ul style="list-style-type: none"> <li>• With the Manager Economic Development, work with Shire business units and stakeholders to strategically plan and implement wayfinding, National tourism directional signage, interpretation, entry statements and information bays within the Harvey Region.</li> <li>• Work with the local community, tourism industry and distribution agencies to create effective information and collateral distribution channels.</li> </ul>
General	<ul style="list-style-type: none"> <li>• Support the Manager Economic Development and the business unit with the delivery of projects as required.</li> <li>• Prepare reports to Council, Committees and the Executive Leadership Team as required.</li> <li>• Attend meetings, and community and civic events where required.</li> </ul>

	<ul style="list-style-type: none"> <li>• Implement resolutions of Council when required and report on progress.</li> <li>• Perform other duties as requested within the scope of this level and in accordance with skills, knowledge and experience.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Reasonable duties commensurate with classification level.</li> <li>• National Crime Check.</li> <li>• Current “C” Class Drivers Licence.</li> </ul>
Organisational	<ul style="list-style-type: none"> <li>• Work in accordance with the Shire’s Work Health and Safety and risk management principles.</li> <li>• Work in accordance with the Shire’s defined Equal Employment Opportunity and Anti-discrimination legislation, procedures and principles.</li> <li>• Create and capture records of work activities in line with policies and procedures.</li> <li>• 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.</li> <li>• Adhere to the Shire’s Code of Conduct, policies and management practices as amended from time to time.</li> <li>• Contribute to the attainment and development of strategic plan outcomes, strategies and actions.</li> </ul>

## 6. Extent of authority

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

## 7. Your team



## 8. Position selection criteria

### Essential

1. Minimum of five years' experience in a similar position.
2. Proven ability to meet deadlines, deliver projects, work within a budget, and multi-task either autonomously or as part of a team.
3. Excellent communication and interpersonal skills including the ability to work with diverse individuals and groups.
4. Coordination and facilitation skills including the ability to quickly identify key stakeholders and drivers in both the public and private sector.
5. Strong research and analytical skills with ability to monitor and critically reflect on outcomes and report on these in an economic development context.
6. Demonstrated high standard of integrity, probity and discretion.
7. Proven experience in developing and maintaining effective working relationships with stakeholders, agencies and partnership bodies.
8. Highly developed public relations skills and commitment to customer service.
9. Demonstrated experience in the preparation of grant applications and acquittals and tender preparation.

### Desirable

1. Previous experience in the tourism or related industry with demonstrated understanding of best practice and industry trends.
2. Tertiary qualifications in tourism, business or a related field.
3. Previous experience in local government.