

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 Development and Industry Support Officer

Our vision

Together, towards an even better lifestyle.

1. Position details

Directorate:	Sustainable Development	Level: 8 to 9
Reports to:	Manager Economic Development	
Supervision of:	Nil	
Significant Working Relationships:	CEO Councillors Executive Leadership Team Destination Harvey Region Team Managers External stakeholders New Harvey Region Tourism Advisory Group	

2. Position summary

Actively support the delivery of sustainable tourism development, and implementation strategies and projects that underpin visitor economy growth throughout the Harvey Region.

3. Community strategic objectives



4. Key duties and responsibilities

Key functions	Specific duties
Governance, Strategy and Planning	<ul style="list-style-type: none"> • Undertake research to identify key issues and tourism development trends at a local, regional, state and national level. • Drive the implementation of the Harvey Region Tourism Implementation Plan, including game changing projects that deliver chatter, are sustainable, on-brand and meet target audience needs. • Provide input to the development and implementation of other organisational strategies, master plans, place plans and projects that relate to tourism development. • Review relevant strategies and plans and report on outcomes. • Coordinate the Harvey Region Tourism Advisory Group.
Partnerships	<ul style="list-style-type: none"> • Establish and maintain appropriate networks with other organisations and regional stakeholders to facilitate a co-operative approach to developing the Harvey Region, such as the South West Development Commission, Main Roads, Parks and Wildlife, WaterCorp, the Bunbury Geographe Tourism Partnership, Tourism WA, Tourism Council WA, and Australia's South West. • Represent the Shire and the Destination Harvey Region Business Unit on all things tourism. • Demonstrate integrity, inspire trust, avoid conflicts of interest and promote high standards in all work undertaken.
Industry Support and Business Development	<ul style="list-style-type: none"> • Working with other agencies, support the development, capability and improvement of local tourism businesses. • Provide advice to stakeholders and the local tourism and hospitality industry. • 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.
Destination Development	<ul style="list-style-type: none"> • Foster investment to address gaps and improve the Harvey Region's product offering and visitor appeal, such as tourism attraction magnets, accommodation, food and beverage, tour operators and trails.

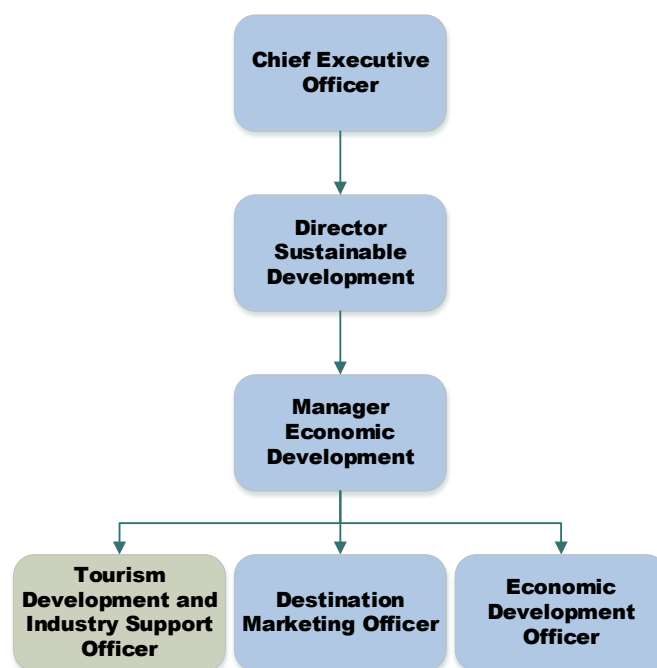
	<ul style="list-style-type: none"> • Work with government to facilitate essential infrastructure and services, including roads, trails, transport, and digital communications. • Identify funding opportunities to assist the delivery of the Harvey Region Tourism Implementation Plan. • Provide advice to external and internal stakeholders on the visitor economy.
Promotion	<ul style="list-style-type: none"> • With the Destination Harvey Region team, work with the local tourism industry to develop and distribute innovative content, including maps, itineraries, brochures and other digital and print collateral. • Develop materials to support investment attraction. • Represent and promote deliverables and the value of the visitor economy within the community, business sector, tourism industry and government at a regional, state, national and international level. • Establish tourism as front-of-mind within the Shire and the Harvey Region and foster community pride.
Visitor Servicing	<ul style="list-style-type: none"> • Develop an exceptional, effective and accessible visitor servicing model. • Work with the Destination Marketing Officer, other business units and the community to strategically plan and implement wayfinding, National Tourism directional signage, interpretation, entry statements and information bays. • Work with the local community, tourism industry and distribution agencies to create effective information and collateral distribution channels.
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.

	<ul style="list-style-type: none"> • 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 management 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. Tertiary qualifications in tourism, business or a related field.
2. Minimum of five years' experience in a similar position.
3. Highly developed written, verbal, facilitation and public relations skills with a meticulous attention to detail.
4. Ability to deliver strategic plans, and manage and meet designated budgets and targets.
5. Proven ability to meet deadlines, lead and deliver projects, and multi-task either autonomously or as part of a team.
6. Proven experience in developing and maintaining effective and collaborative working relationships with the tourism industry, community, stakeholders, government agencies, investors and partnership bodies to support industry and development initiatives.
7. Demonstrated high standard of integrity, probity and discretion.
8. Demonstrated experience in the preparation of grant applications and acquittals and tender preparation.
9. Strong analytical and problem solving skills with ability to monitor and critically reflect on outcomes and report on these in a tourism development context.
10. Highly developed computer skills including Microsoft programs and internal applications.
11. Sound knowledge of small business and commercial principles and experience in the development and expansion of business opportunities.

Desirable

1. Previous experience in a local or state government.
2. Sound understanding of funding sources for economic and business opportunities.
3. Previous experience in the tourism industry with a demonstrated understanding of best practice, industry trends, destination development, visitor servicing, signage and distribution networks.