



## POSITION DESCRIPTION

### MANAGER ECONOMIC DEVELOPMENT & TOURISM

<b>Department:</b>	<b>Economic Development and Tourism</b>
<b>Reports to:</b>	<b>Director Environment &amp; Development Services</b>
<b>Location:</b>	<b>Coonabarabran</b>
<b>Grade:</b>	<b>15</b>

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#### COUNCIL OVERVIEW

Warrumbungle Shire is a local government area in the central western region of New South Wales. The Shire is traversed by the Newell Highway and the Golden Highway. Warrumbungle National Park, Coolah Tops and Siding Spring Observatory are major tourist attractions for the Shire. Indigenous history, traditions and culture are recognised as important aspects of Warrumbungle Shire, which was traditionally built on agricultural pursuits with the early establishment of wool growing and beef cattle production followed by cereal cropping and today a burgeoning vine growing and horticultural industry.

The Shire is also a meeting place for the nations of our traditional owners and custodians of the land. The northern part of the shire is home to the Gamilaraay people while the southern part of the shire is home to the Wiradjuri people. The nations of the Weilwan and Kawambarai (Werriri) come into the Shire on the western border.

#### COUNCIL VALUES

The guiding principles of honesty, integrity, fairness and compassion form the spirit of the team along with respect, transparency, passion, trust and opportunity is how Warrumbungle Shire Council strengthens its working environment to deliver on the aspirations of our community.

#### PRIMARY PURPOSE OF THE POSITION

Lead a customer-focused team to build and maintain strong relationships between Council and the business community to drive positive economic benefit to the community through developing and managing economic development and tourism initiatives, marketing and events including the Coonabarabran Visitor Information Centre in collaboration with government agencies, businesses and the community.

#### KEY ACCOUNTABILITIES

Within the area of responsibility, this role is required to:

- Deliver tourism and business engagement and development activities in the key areas of destination information services

##### **Tourism Strategy and Development**

- Develop and manage regionally-aligned tourism strategies and plans;
- Identify and develop new opportunities that enhance businesses and grow the tourism economy;
- Undertake marketing analysis, produce and service development

**Tourism Services**

- Develop and implement strategies and plans that promote the Shire and region as a destination;
- Develop and manage tourism campaigns and provide post-implementation analysis
- Provide priorities and oversight to the Visitor Information Centre and visitor service staff;
- Develop and manage engaging communications, media, publicity and advertising platforms including digital platforms and social media;
- Provide effective communication, organisation, budgeting and administration to the tourism function

**Relationships and Partnerships**

- Work collaboratively with government agencies, tourism bodies, stakeholders, businesses and community groups to identify and implement agreed priorities and projects
- Represent Council on various local and regional tourism groups as required;
- Facilitate the collaborative development and implementation of events that develop tourism growth;
- Secure external grants, funding and other contributions that resource tourism development and activity;
- Report to Council, providing strategic advice, reports and analysis

**Communication and Interpersonal**

- Effectively communicate with different levels of the organisation and external stakeholders;
- Service deliver with customers is focused on resolving immediate issues and mitigating risk of potential issues;
- Adopt a leadership style that rewards a culture of service excellence, problem resolution and innovation

**Visitor Information Centre**

- Ensure incoming enquiries and assistance to patrons of the Visitor Information Centre are management in an efficient, effective and courteous manner
- Carry out and supervise administrative tasks as required
- Timely completion of all duties relating to the key areas of responsibility.

**Deliver Economic Development and Tourism Outcomes**

- Contribute to IP and R processes within Council such as Community Strategic Plan, Asset Management Plan, Delivery Program, Operational Plan and Financial Plan.
- Ensure continual quality improvement for services to ensure effective and efficient services
- Ensure an effective client and service provider complaint resolution procedure is in place and that complaints are resolved within the appropriate timeframe.

**Marketing/Promotion**

- Develop and implement Economic Development and Tourism Strategic Plans
- Research and analyse economic development and tourism trends and opportunities
- Prepare and implement strategic plans
- Assist and encourage community groups and organisations in their promotional endeavours
- Actively seek financial assistance and support for new enterprises and community projects
- Actively seek grant funding for projects within the Shire
- Provide project management role for activities or funding granted to Council that relates to Manager Economic Development & Tourism position objectives
- Actively submit conference hosting bids on behalf of Council for the Shire
- Provide conference administration and event coordination role for conferences hosted or auspiced by Council.

**Industry Liaison**

- Represent Council on Peak Government organisation and relevant industry committees
- Attend commerce and progress group meetings within the Shire as approved and when invited
- Establish and maintain industry contacts
- Research, analyse and implement opportunities to foster positive relations with community and business organisations, other councils, government agencies and visitors
- Actively encourage expansion and/or diversification of existing business and industry

**Corporate Responsibilities**

- Prepare detailed reports and submissions
- Manage projects to budget and within given timeframes






- As required, attend and provide support for meetings of committees and sub-committees. Such meetings may be outside normal office hours.
- Exercise loyalty, good judgement and discretion regarding confidential issues
- Assist the Economic Development and Tourism Committee, Director Environment & Development Services, General Manager and Council in the preparation of draft operational budgets for Economic Development and Tourism on an annual basis
- Supervise staff and volunteers, providing leadership and motivation to team

**This is not an exhaustive list of duties, and the job holder may be required to undertake other duties that are within the limits of the employee's skill, competence and training.**

### Capabilities for the role

The Local Government Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in local government: "how we do things around here". It builds on organisational values and creates a common sense of purpose for elected members and all levels of the workforce. The Local Government Capability Framework is available at <https://www.lgnsw.org.au/capability>.

Below is the full list of capabilities and the level required for this position. The capabilities in bold are the focus capabilities for this position. Refer to the next section for further information about the focus capabilities

Local Government Capability Framework		
Capability Group	Capability Name	Level
 <b>Personal attributes</b>	<b>Manage Self</b>	<b>Advanced</b>
	Display Resilience and Adaptability	Advanced
	Act with Integrity	Advanced
	Demonstrate Accountability	Adept
 <b>Relationships</b>	<b>Communicate and Engage</b>	<b>Advanced</b>
	Community and Customer Focus	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Adept
 <b>Results</b>	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Create and Innovate	Adept
	<b>Deliver Results</b>	<b>Adept</b>
 <b>Resources</b>	Finance	Adept
	Assets and Tools	Intermediate
	<b>Technology and Information</b>	<b>Adept</b>
	Procurement and Contracts	Intermediate
 <b>Workforce Leadership</b>	<b>Manage and Develop People</b>	<b>Adept</b>
	Inspire Direction and Purpose	Adept
	Optimise Workforce Contribution	Adept
	Lead and Manage Change	Adept

### Focus capabilities

The focus capabilities for the position are those judged to be most important at the time of recruiting to the position. That is, the ones that must be met at least at satisfactory level for a candidate to be suitable for appointment.

Local Government Capability Framework		
Group and Capability	Level	Behavioural Indicators
<b>Personal Attributes</b> Manage Self	Advanced	<ul style="list-style-type: none"><li>• Demonstrates motivation to serve the community and organisation</li><li>• Initiates team activity on organisation/unit projects, issues and opportunities</li><li>• Seeks and accepts challenging assignments and other development opportunities</li><li>• Seeks feedback broadly and asks others for help with own development areas</li><li>• Translates negative feedback into an opportunity to improve</li></ul>
<b>Relationships</b> Communicate and Engage	Advanced	<ul style="list-style-type: none"><li>• Presents with credibility and engages varied audiences</li><li>• Translates complex information concisely for diverse audiences</li><li>• Creates opportunities for others to contribute to discussion and debate</li><li>• Demonstrates active listening skills, using techniques that contribute to a deeper understanding</li><li>• Is attuned to the needs of diverse audiences, adjusting style and approach flexibly</li><li>• Prepares (or coordinates preparation of) high impact written documents and presentations</li></ul>
<b>Results</b> Deliver Results	Adept	<ul style="list-style-type: none"><li>• Takes responsibility for the quality and timeliness of the team's work products</li><li>• Ensures team understands goals and expectations</li><li>• Shares the broader context for projects and tasks with the team</li><li>• Identifies resource needs, including team, budget, information and tools</li><li>• Allocates responsibilities and resources appropriately</li><li>• Gives team members appropriate flexibility to decide how to get the job done</li></ul>
<b>Resources</b> Technology and Information	Adept	<ul style="list-style-type: none"><li>• Selects appropriate technologies for projects and tasks</li><li>• Identifies ways to leverage the value of technology to achieve outcomes</li><li>• Ensures team understands their obligations to use technology appropriately</li><li>• Ensures team understands obligations to comply with records, information and knowledge management requirements</li></ul>

## Local Government Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Workforce Leadership</b> Manage and Develop People	Adept	<ul style="list-style-type: none"> <li>Seeks to understand the individual strengths, weaknesses, goals and concerns of team members</li> <li>Defines and communicates roles and responsibilities and sets clear performance standards and goals</li> <li>Coaches team members to help improve performance and development</li> <li>Regularly discusses performance with team members and provides accurate, constructive reviews</li> <li>Identifies suitable learning opportunities, including stretch assignments, based on individual needs, interests and goals</li> <li>Addresses team and individual performance issues, including unsatisfactory performance, in a timely and effective way</li> </ul>

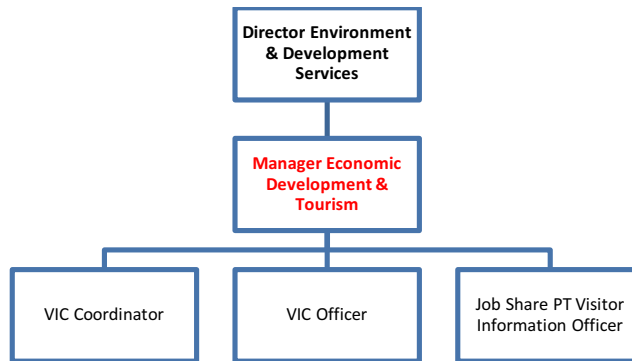
### ESSENTIAL REQUIREMENTS

- 1 Commitment to Council's Mission, Values and Code of Conduct
- 2 Understanding of work health and safety (WHS) in the workplace and commitment to a positive contribution to WHS in the workplace and compliance with Council and legislative requirements
- 3 Tertiary qualification in Marketing, Commerce, Tourism, Public Relations or Management
- 4 Demonstrated ability to lead a team, monitor and enhance team performance
- 5 Excellent interpersonal and written communication skills
- 6 Ability to report to Council and Council committees on complex issues both orally and in writing
- 7 Demonstrated budget preparation and financial management skills
- 8 Proven ability to operate with a high level of autonomy and ownership of responsibilities
- 9 Event and/or project management experience
- 10 Demonstrated record of achieving results in the facilitation of investment and business growth within local communities
- 11 Current NSW Class C driver's licence

### DESIRABLE REQUIREMENTS

- 1 A degree in the related areas of Marketing, Commerce, Tourism, Public Relations or Management
- 2 Demonstrated experience in strategy development and implementation
- 3 Excellent administrative and general skills with the ability to effectively manage the Visitor Information Centre and satellite operations to achieve maximum productivity
- 4 Demonstrated experience in the management of consultative processes involving the community, business and government
- 5 Record of achievement in sourcing external funding for industry and community projects and programmes
- 6 Excellent understanding of computers and the internet

## DEPARTMENT STRUCTURE



## CONDITIONS OF WORK

Council employees work according to conditions provided under the Local Government (State) Award and Council's policies and systems, including but not restricted to:

- Council's Salary System
- Council's Code of Conduct
- Equal Employment Opportunity
- Drug and alcohol testing.

### Privacy and Confidentiality

Council employees are often privy to confidential and sensitive information. In addition, Council collects personal information from clients for purposes covered within the Privacy and Personal Information Protection Act 1998. This information cannot be used for any purpose other than that which is specifically authorised by the client at the time of collection. Nor can this information, or any impressions gained in the process of interaction with the client, be given either verbally or in any written or electronic form, to any other person other than those duly authorised by Council's Privacy Contact Officer.

It is a condition of employment not to discuss, or disclose by other means, information which may breach privacy legislation, Council's Privacy Management Plan, or bring harm to clients or customers of Council, or which may bring Council into disrepute. Breaches of this condition will be dealt with in accordance with the Disciplinary Procedures Clause of the of the Local Government (State) Award.

### Hours of Work

Council's indoor staff work Monday – Friday from 8:15am to 4:30pm. A 10 minute break (paid) is provided for morning tea and three-quarters of an hour (unpaid) for lunch.

Council operates a 19-day / four (4) weeks with one (1) rostered day off per four (4) weeks.

Employees are entitled to four (4) weeks annual leave and 15 days sick leave per annum.

Under the Paid Parental Leave Act 2010, employees who have 12 Months continuous service with the employer will be eligible for paid parental leave.

### Leaseback Vehicle

A fully maintained vehicle is available for business and private use on a leaseback arrangement.

### Progression

Salary progression is based on a competency assessment document. Assessments are conducted after six (6) months employment and thereafter annually on 1 August or on request.

### Superannuation

Council pays the amount required by the Superannuation Guarantee Scheme on behalf of every employee into their preferred superannuation provider. Superannuation is paid weekly to Local Government Super on all earnings. All other funds are paid quarterly, on earnings exceeding \$450 per month, as required by the Australian Taxation Office.

**Training**

Council provides leave for training and study purposes, based upon the employee's professional development and Council's long term needs as determined by its training plan.

**Smoke-Free Workplace**

Council's workplaces and vehicles are smoke-free zones. Yuluwirri Kids Preschool and Long Day Care Centre is smoke free to the property boundary, as are Council's swimming pools. Smokers must move a minimum of four (4) metres from doorways into buildings and dispose properly of waste.

**Council Induction**

Before commencing duties all workers must complete a Council induction.

**Camera Surveillance and GPS tracking**

Camera surveillance has been installed in and on Council-owned buildings and in some public spaces in the Council area. Signage is installed to indicate camera locations. GPS tracking has been, or may be, installed, in commuter use vehicles; plant and trucks; small plant; general fleet and leaseback vehicles. All vehicles and plant with GPS tracking installed have an identifying sticker attached. Camera surveillance and GPS tracking is continuous and ongoing.