

Position Description

Position Title:	Destination Marketing Officer
Directorate:	Strategy and Engagement
Service Unit:	Major Events and Corporate Affairs
Salary Point:	SP12
Position Reports To:	Tourism Manager
Staff Management:	Nil
Budget Responsibility:	Nil
Date PD Reviewed:	January 2020

Organisation Context of Position

City of Newcastle (CN) employs over 900 staff and is responsible for a local government area of 187km². Newcastle has a population of 148,000 and is the business and cultural centre of the Hunter region, home to over 620,000 people. In the heart of the Hunter Region, CN has a variety of locations across the City and encompasses 5 Directorates:

- Governance
- Strategy and Engagement
- People and Culture
- Infrastructure and Property
- City Wide Services

The purpose of the Strategy & Engagement Directorate is to:

- Engage the community in the development and delivery of actions aligned with CN's Community Strategic Plan - *Newcastle 2030*.
- Coordinate Newcastle's approach to economic growth within the region including promotion of the city's major events.
- Ensure clear, transparent and responsive communications between Council, CN employees, and all external stakeholders, in particular the Newcastle Community.
- Provide effective IT Systems & Strategies to ensure the efficient flow of information between CN Service Units whilst also ensuring CN is leveraging the benefits of technology in its service provision.

The Service Elements that form the Strategy & Engagement Directorate are:

- Information Technology
- Major Events & Corporate Affairs
- Corporate & Community Planning

Workplace Health & Safety

WHS RAA Level	6
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For specific WHS Responsibilities, Authorities & Accountabilities applicable to this position, the position holder will refer to the WHS Responsibilities, Authorities & Accountabilities matrix in the WH&S Management System. The person accepting the position will be required to sign off that they have received and understood their WHS Responsibilities, Authorities & Accountabilities.

Position Responsibilities

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

- Assist in the development and implementation of Tourism policies, strategies and plans to promote and attract visitors to the City and region.
- Assist the Tourism Manager to develop and deliver marketing campaigns and associated packages to stimulate visitor target markets in identified demand stimulus periods.
- Coordinate the continuous updating of online tourism content / platforms, social media accounts associated with tourism communications messaging, and all other printed and digital information collateral so that they contain up to date representation of tourism products and show continuous development and engagement.
- Identify, procure, and manage external contractor and consultancy services to assist with the delivery of key project outcomes.
- Audit and monitor existing businesses, products and experiences offered in the Newcastle Visitor Economy and identify gaps or opportunities for improvement or to enhance existing products or experiences.
- Identify education, market opportunities, growth incentives, and development needs in accordance with the Destination Management Plan for accommodation, attractions, transport, services, retail, major events, cultural, recreation and accessibility programs.
- Facilitate partnerships with operators and organisations to create opportunities for cooperative marketing activity and promotions, including key local tourism related organisations such as the Newcastle Tourism Industry Group and Newcastle Airport.
- Maintain positive working relationships with key government agencies to assist in the development of key outcomes, including major industry stakeholders such as Destination NSW.
- Contribute towards the achievement of team Key Performance Indicators for the Major Events and Corporate Affairs Service Unit.
- Any other accountabilities or duties that is within the employee's skill, competence and training.

Position Selection Criteria

Essential

- Bachelor's Degree in Marketing or related qualification, and/or demonstrated capability through past employment experience.
- Extensive marketing experience and demonstrated ability in the day to day use and optimisation of websites and social media platforms (including mobile phone applications) and other marketing channels to build brand awareness and drive campaigns.
- Significant tourism marketing and/or media public relations experience and a proven record in the efficient and effective use of traditional media, such as newspapers, television, radio, magazines and brochures.
- Demonstrated experience in tourism industry development and understanding of tourism industry distribution channels.
- Be willing and able to work in a dynamic and fluid environment with the flexibility to work outside regular business hours during the evening and on weekends.

Desirable

- Demonstrated experience in partnership marketing and relationship management.
- Ability to be agile and adaptable in a changing environment.
- A highly constructive business culture that is keen to integrate marketing with business and economic development.
- Experience in managing external contractors or consultancies.