

Position Description

Position title:	Destination Marketing Officer
Directorate:	Strategy and Engagement
Service Unit:	Major Events and Corporate Affairs
Reports to:	Tourism Manager
Direct reports:	Nil
Salary point:	SP12
Work location:	City Administration Centre, 12 Stewart Avenue, Newcastle West
Date revised:	July 2021

What's it like working at the City of Newcastle?

We are focused on making a real difference in our community and achieving our vision of ***creating a smart, liveable and sustainable global city***. We are proud to deliver services valued by our community. People come first at the City of Newcastle, which means providing employees with meaningful work and capacity for work life balance. As a large local organisation, the City of Newcastle offers opportunity to develop in your current role, grow into future opportunities and reach your full potential.

Our organisation's values are **Cooperation, Respect, Excellence and Wellbeing** which are underpinned by our behaviours of courage, trust and pride. Together, our values and behaviours support our decision making, our day to day interactions and everything we do.

What's it like working in Major Events and Corporate Affairs

Major Events and Corporate Affairs is a diverse, multi-faceted team that provides strategic support throughout the organisation.

Creative and versatile with a focus on clear communication, we work within our team and across other service units on a range of projects that connect and promote City of Newcastle and our services to the community.

We think outside the square to provide guidance and direction across written and visual mediums, craft internal and external communication collateral and promote our corporate services and facilities to relevant audiences.

Delivering initiatives to attract and support community, business and major events allows us to help create a vibrant, activated city, while also driving awareness of Newcastle's tourism value through destination marketing, brand awareness and visitor information.

To build and maintain trust in City of Newcastle itself, we engage with the community and stakeholders during decision-making, and liaise with the media around our facilities, activities, and achievements.

What's the focus of this position?

You will manage CN's tourism digital assets to increase destination appeal and drive visitation. This includes the delivery of engaging and relevant content aligned to Newcastle's experience pillars, monthly reporting, and maintenance of digital assets. In addition, you will proactively work with external contractors, key stakeholders and industry to deliver relevant initiatives outlined in the Destination Management Plan.

What you'll be doing:

- 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.
- You will be required to carry out other duties that are within the limits of your skills, competence, training and/or experience as directed by your Manager.

The essentials you'll need:

- 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.

Other valuable skills you may have:

- 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.

We'll encourage you along the way

We will partner with you to support your performance and ongoing development to ensure you are fully prepared for future challenges as this position and our organisation adapts and evolves.

I acknowledge that I have read and understood the requirements and responsibilities of this position as detailed in the Position Description (PD) and have discussed the PD with my Manager.

Employee Name:	
Employee Signature:	
Date:	