

POSITION DESCRIPTION

Position Title:	Destination Marketing Coordinator	Position Code:	
Division:	Corporate Development	Grade:	H
Location:	Dubbo	Hours/Week:	35
Reports to:	Manager Economic Development and Marketing		
No. Direct Reports:	2	No. Indirect Reports	4 + Casuals

Primary Purpose of Position

The position will lead a team to deliver a range of marketing services including visitor and new resident attraction campaigns, establishing marketing partnerships and deliver on collaborative major campaigns to provide economic benefits to the Local Government Area.

This position will be responsible for the design and delivery of projects and initiatives in alignment with the Local Government Area Economic Development Strategy including delivering marketing campaigns, managing marketing platforms and campaigns maximising Council's collaboration with local business community and government agencies to support destination marketing and new resident attraction.

Key Accountabilities / Duties

Key Result Area	Primary Activities
Destination Marketing and Campaign Services	<ul style="list-style-type: none"> Develop and maintain content and imagery for the digital platforms managed by Digital and Graphic Design Officer to support positive promotion of the Local Government Area, including the key destinations of Dubbo and Wellington, including destination guides, editorial and image management, destination websites and associated social media channels. Work with the Graphic Design and Digital Officer to deliver effective digital marketing activities and high performance of digital platforms and communications. Manage and deliver cooperative destination appeal activities across the destination footprint to grow the visitor economy. Provide campaign and communications support to the Economic Development Team Leader to support attraction of business investment and new residents. Partner with stakeholders including Destination NSW and the Destination Network to ensure effective presentation on state and regional consumer websites and maximise cooperative promotional opportunities. Oversee Council's destination brand sponsorship opportunities and ensure effective outcomes on investment. Work with industry and stakeholders to maximise independent and collaborative positive media placements in state and national media targeting the visitor and investor markets.

Key Accountabilities / Duties	
New Resident Attraction and Lifestyle Marketing	<ul style="list-style-type: none"> • Oversee Council's New Resident Attraction, Support and Delivery Program. • Oversee the public relations and digital communication activities related to lifestyle marketing of the Dubbo Region. • Develop and deliver collateral and content relevant to targeted markets for skills and new resident attraction. • Identify opportunities to work with media and major industries to leverage opportunities to market the benefits of Dubbo Region living to specific targeted audiences for the overall economic benefit of the LGA. • Work with Corporate Communications to actively engage opportunities to leverage positive media for Dubbo lifestyle and local casestudies.
Stakeholder Engagement and Partnerships	<ul style="list-style-type: none"> • Maintain effective partnerships with key visitor attractor attractions, accommodation industry and local and state government agencies to ensure value based approach to collaborative destination marketing activities. • Design and maintain an effective value based framework to encourage collaboration and business investment in destination marketing activities. • Oversee Council's Partnership Program to drive effective collaboration with local businesses and support initiatives to grow the visitor, new resident and event market. • Work with Council business units Old Dubbo Gaol, Western Plains Cultural Centre and Wellington Caves to identify and develop partnership opportunities to deliver strategic and financial benefit to businesses and partners. • Support effective maintenance and use of Council's stakeholder management database.
Visitor Information Centre Management and Strategic Market Engagement	<ul style="list-style-type: none"> • Overseeing the development and delivery of tourism associated groups including the Accommodation Network. • Overseeing the strategic implementation of marketing for the destination through everyday activities of the 2 Regional Visitor Information Centres in Dubbo and Wellington. • Providing leadership and mentoring to the Visitor Information Centre Team Leader and staff to engage the Centre in the overall delivery of marketing collateral and as the central touch point for visitors and new residents to the Region. • Support the development of brand led products into the Regional Visitor Information Centres
Economic Development Strategy and Action Plans	<ul style="list-style-type: none"> • Provide significant input to the development of the LGA Economic Development Strategy and Annual Action Plan. • Monitor and maintain team performance against the adopted Economic Development Strategy and Action Plan.
Project Management	<ul style="list-style-type: none"> • Design and deliver a range of projects as identified in the Economic Development Strategy in an effective manner, on time, budget and in consultation with relevant stakeholders. • Effectively monitor and report of the outcomes of projects and impact on the economic position of the LGA. • Identify opportunities for government and private sector investment to deliver projects and maximise economic and strategic benefit.
Leadership	<ul style="list-style-type: none"> • Represent Council in a professional and ethical manner. • Provide the communication link from the Manager to your members of staff.

Key Accountabilities / Duties

Team/People Management	<ul style="list-style-type: none"> • Supervise your team and their duties ensuring that individual accountabilities and performance are monitored and achieved. • In conjunction with HR policies, make recommendations to the Manager on appointments, promotions and terminations of staff under your control. • Ensure that the organisation's policies and procedures are fully understood and adhered to by your team. • Ensure appropriate communication to your team to ensure awareness of relevant key issues • Foster good team work and high staff morale within the team.
Corporate Reporting, planning and Monitoring	<ul style="list-style-type: none"> • Assist Manager Economic Development in providing branch input and implementing the following strategic plans & documents; <ul style="list-style-type: none"> • Management Plan • Business Plan • Agreed brief • Branch Budget • Provide input into corporate plans, reports, programs, and policies as required.

Inherent Requirements of the Position

- Class C Drivers Licence
- The occupant of this position will be required to travel between Dubbo and Wellington and operate out of Council's office or depot facilities as necessary.
- This position may have to wear uniform when on trade stands, at regional meetings etc (uniform provided).
- A large majority of this role is office based, using computers/electronic systems, thus an inherent requirement of this position is the ability to complete sustained periods of work sitting at a desk utilising computers/electronic systems or other office based equipment.
- The position is provided with a DRC mobile phone which must be carried at all times. Personal calls are to be reimbursed regularly.

Selection Criteria

Essential

1. Bachelor degree in Marketing, Business, Communications or a related discipline or experience commensurate to the qualification.
2. Demonstrated superior level of written and oral communication skills agile to target audiences for use in both persuasive content development and corporate reporting.
3. Experience in major marketing or brand led promotional campaign development, delivery and evaluation.
4. Demonstrated experience in developing and maintaining marketing platforms and collateral including overseeing design and production and management of collaborative marketing partnership programs or campaigns.
5. Sound knowledge of the tourism market of Dubbo Region and the opportunity to maximise economic benefits of visitation for the regional community.

6. Demonstrated experience in designing and delivering extensive integrated marketing campaigns based on consumer market insights, including partner investment and engagement, budgeting and performance reporting.

Desirable

7. Experience in business management and overseeing staff rostering.

Organisation Wide Accountabilities

Corporate Values

Creating Community for Today and Tomorrow

All employees have a responsibility to uphold the values of Dubbo Regional Council being:

- **Progressive**
 - Be Curious, Courageous and Committed
- **Sustainable**
 - Balanced Approach to Growth and Opportunity
- **One Team**
 - Working Together
- **Integrity**
 - Accountable for Our Actions

Work Health and Safety

All employees are responsible for the Work Health and Safety (WHS) for Dubbo Regional Council and their duties include:

- Complying with Council's WHS policies and procedures
- Working with due diligence and consideration to safeguard their own health and safety and the health and safety of others
- Reporting any potential hazards, incidents or injuries to their Supervisor or People, Culture & Safety within 48 hours
- Participating in any WHS consultation arrangements
- Complying with any Return to Work Plan if injured and supporting rehabilitation in the workplace
- Correctly using all personal protective equipment
- Complying with emergency and evacuation procedures and site rules if applicable
- The Chief Executive Officer, Directors (Officers), Managers and On-Site Supervisors have additional responsibilities as defined in the Dubbo Regional Council Work Health and Safety and Consultation Policy

Sustainability

Staff will give equal priority to improving and enhancing Council's economic, social and environmental outcomes by integrating sustainability into all decision making processes. This includes continuously increasing efficiencies, reducing resource use, sustainable procurement, maintaining service levels and protecting our natural assets. It is expected that all staff can demonstrate awareness and participation in sustainable work practices.

Code of Conduct and Equal Employment Opportunity

Staff will, at all times, adhere to:

- Council's adopted Code of Conduct.

- Council's Anti-Discrimination, Harassment and Equal Employment Opportunity Policy to foster a fair and equitable workplace free of illegal discrimination, harassment and bullying behaviour.

Acceptance:

I, _____ confirm I have read and understood the Position Description. As the incumbent of this position, I agree to work in accordance with the requirements of the position and will abide by Dubbo Regional Council's policies and procedures.

I understand this Position Description is designed to guide the responsibilities and activities to be undertaken in this position and is not intended to be an exhaustive list. I acknowledge that the organisation, in response to changing priorities, may vary tasks and responsibilities from time to time.

Signature:

Date: