



INFORMATION PACKAGE

POSITION VACANT

MANAGER TOURISM AND EVENTS

REF NO: ESC291

CLOSING DATE: 4.30PM FRIDAY 22 NOVEMBER 2019

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Thank you for enquiring about this position.
If, after reading the information in this package, you would like further information please contact Liz Rankin on (02) 4474 1326



Collaboration Respect Team Spirit Professional Open + Trusting



Important Information

Use our on-line application system to apply for this position. This can be accessed through the Jobs at Council section of Council's website www.esc.nsw.gov.au

Claims against the selection criteria

This is the most important part of the application:

- Only applicants who address the selection criteria will be considered for the position.
- The job description outlines the duties of the role and describes the selection criteria that your application will be checked against. It is recommended that you include examples where you can.
- Selection for interview is based on the responses you make to these criteria.
- The selection criteria are mandatory fields in the online application system and you will be required to provide a response to these criteria as part of the application process.

Prepare your resume (or CV)

- Prepare or update your resume (or CV) including your personal details, education and training, any relevant licences or certificates, employment history and contact details for at least two referees.
- Save your resume as a Microsoft word document or a PDF document, so it is ready for you to attach to your online application.
- Your resume should include a description of your skills, knowledge, personal qualities, experience and how they relate to the position.

Upload your resume, complete all sections of the online process and press submit to lodge your application.

Confidential referee checking will be carried out to verify the information provided in your application and at the interview. We will not contact any of your nominated referees without seeking your permission first.

For further information on how to make a great application don't hesitate to contact the Council's recruitment team on (02) 4474 1016.

Position Description

Manager Tourism and Events


Position Code	709
Division	Strategy & Sustainable Growth
Location	Moruya Administration Offices
Band/Level	Professional / Specialist Band 3 Level 3

Council values

The Eurobodalla Shire Council is guided by organisational values of collaboration, respect, team spirit, professionalism and openness and trust. These values contribute to the organisation's strategic direction and assist with decision making.

Our values represent 'the way we do things' and underpin the range of professional relationships we have with others in our day-to-day work. By reflecting and upholding our values throughout the organisation, we can make a positive difference for our community and our colleagues.

We are proud to be an equal employment opportunity employer. We have a strong commitment to enhancing equality of employment opportunities for all people, including those from diverse and minority backgrounds.

 Our values	We collaborate	We ask for and share ideas, insights and knowledge. We find strength and reward in working together.
	We are respectful	We show respect and compassion to each other and our community. When there are issues, we go to the source.
	We show team spirit	We nurture and value our relationships, bringing out the best in each other.
	We are professional	We act with integrity, take pride in our work and always think first of our community. We aim for excellence in all that we do.
	We are open and trusting	We are upfront and sincere and trust our colleagues to respect our honesty and vulnerability. We look for the best in people and expect that in return.

Primary purpose of the position

As a manager provide leadership to the tourism and events team to deliver on key priorities of the Eurobodalla Destination Action Plan and other key strategies of Council related to tourism and events.

To effectively and proactively manage all tourism destination marketing activities, networks and relationships within the tourism industry to promote and grow the Eurobodalla's visitor economy.

Main duties and Key Result Areas (KRA)

1. Provide leadership and coordination of the tourism and events team in the implementation of key tourism strategies and plans in relation to destination marketing, industry engagement and development and events
KRA: Preparation and implementation of key strategic tourism plans.
2. Manage the development, review and implementation of Eurobodalla's destination marketing.
KRA: Destination marketing strategies and programs are prepared, endorsed and successfully implemented across all forms of media. Collaborative advertising campaigns with DNSW successfully implemented.
3. Manage the provision of visitor information services across the Shire incorporating best practice and contemporary methods.
KRA: Visitor services are constantly reviewed and effectively delivered.
4. Develop and implement a strategic approach to tourist and visitor events procurement and development.
KRA: Tourism event strategy and event management framework prepared and implemented.
5. Work with the Divisional Manager on the development and delivery of reporting of the tourism and events unit's activities, including tourism research data and analysis.
KRA: Tourism development, planning and decision making is based on the best available data and research methodologies, and all annual reports successfully prepared and delivered.
6. Establish and maintain effective tourism and event operator relationships and networks for the purpose of implementing Council strategies, and supporting tourism business investment and development
KRA: Evidence of effective relationships and tourism opportunities based on an industry engagement program.
7. Work with the ESC Business Development Manager and Destination Southern NSW Industry Development Manager to design and implement business development, skills training and capacity building programs for local operators.
KRA: Evidence of successful implementation of business development program and improved outcomes at industry level.

8. Prepare and manage budgets and programs effectively and contribute to Divisional budget planning and reporting.
KRA: Evidence of budget compliance.
9. Ensure the event and marketing unit maintain up to date and relevant knowledge in destination marketing and event management.
KRA: Skills and expertise relevant to the position are up to date.
10. Participate in collaborative projects within the Division and across Council.
KRA: Evidence of successful collaboration.
11. Actively participate in the ongoing development, monitoring and review of systems that ensure the application of EEO and Diversity principles.
KRA: Actively participate in the ongoing development, monitoring and review of systems that ensure the application of EEO and Diversity principles.
12. Ensure the health and safety of all persons through the continual improvement and implementation of Council's WHS Policy and WHS System, and associated WHS procedures.
KRA: WHS Policy and WHS system implemented and WHS practices improved at a local level.

Qualifications/Experience (Selection Criteria)

Essential

1. Proven success in using negotiation and communication skills to engage with a range of tourism stakeholders across local, regional and state levels in the development of and implementation of destination marketing and events.
2. Significant demonstrated experience at a senior level in successfully implementing marketing strategies and plans for tourist destinations.
3. Degree in Marketing, Communications, Advertising or related discipline.
4. Proven experience and a demonstrated understanding of tourism industry and event development.
5. In-depth knowledge and specialist expertise of digital marketing and social media planning for tourism – particularly at a strategic and leadership level and involving both domestic and international markets.
6. Highly developed written and verbal communication skills.
7. Skills in business planning and demonstrated ability to think strategically.
8. Experience in staff leadership, performance management, contract management and the provision of quality customer service.
9. Ability to contribute to Council and community planning processes, undertake research and analysis on tourism activities and contribute to relevant reports.
10. Demonstrated experience and ability to deliver projects on budget and deadline.
11. Successful completion of (or willingness to complete) competency based WHS and EEO training at manager level as well as other WHS professional development for managers.

12. Demonstrated and significant contributions to promoting a safe and healthy workplace, EEO and the ability to quickly gain a thorough knowledge Council's WHS Policy and WHS System.

Licence requirements

The following is the list of licence requirements for this role:

Mandatory licences required prior to commencement

1. Current driver's licence.

The requirements outlined in Council's Policies and Codes of Practice apply to all employees of Council.

EMPLOYEE:	Vacant
SUPERVISOR:	Liz Rankin
DATE:	November 2019

CONDITIONS OF EMPLOYMENT

Position Title:	Manager Tourism and Events
Reference Number:	ESC291
Grading:	Grade 19 of Council's salary system
Salary Range:	<p>In the range of \$105,126.71 to \$112,331.44 gross per annum comprised of:</p> <ul style="list-style-type: none"> * \$96,006.13 to \$102,585.79 base salary, plus * \$9,120.58 to \$9,745.65 superannuation (calculated at 9.5%) <p>Market component on base salary may be available for an exceptional candidate.</p>
Vehicle:	A fully maintained Council leaseback vehicle (including full private usage) is available with this position.
Award:	Local Government (State) Award 2017
Probation:	A probationary period of three months applies to new staff members. Ongoing employment is subject to successful completion of the probationary period.
Pre-placement Medical:	An offer of employment for this position is subject to medical clearance to verify that you are safely able to undertake the duties of the position. Pre-placement medical examinations are at Council's expense.
Hours of Work:	<p>Full-time, 35 hours per week. Office hours are:</p> <p>8.30am to 4.30pm Monday – Friday</p> <p>ESC has a Council Agreement which provides for flexibility in working hours by individual agreement between employees and managers.</p>
Location:	Based from Council's Main Office in Moruya, (corner of Vulcan and Campbell Streets), and may be required to work at various locations across the Shire.



Leave Entitlements:

4 weeks annual leave per full year of service. Annual leave accrues progressively over a 12 month service period and accumulates from year to year.

3 weeks sick leave on commencement. Additional 3 weeks accumulated on each anniversary of appointment.

ESC is committed to a safe and mentally and physically healthy workplace environment.

Council is an equal employment opportunity employer with a smoke free work environment. We encourage applications from people of Aboriginal/Torres Strait Island backgrounds, people with a disability and their carers, people from non-English speaking backgrounds and women.

EUROBODALLA SHIRE COUNCIL ORGANISATION CHART



EUROBODALLA SHIRE COUNCIL

DIVISION CHART

