

POSITION DESCRIPTION



Tourism and Events Officer

Position Details

Position Number	ED11			
Directorate	Place and Growth			
Department	Growth and Development			
Section	N/A			
Location	Visitor Information Centre, 152 Church Street, Glen Innes			
Reports To	Coordinator Economic Development and Tourism			
Award Classification	Band	Professional/Specialist	Level	1
	Status	Permanent Full-Time (70 hours per fortnight)	Grade	11
Prepared By	Helen Stapleton, Human Resources Officer (Payroll) Andrew Neil, Interim Manager of Growth and Development			
Date	28 February 2024			
Other Conditions and Benefits	<ul style="list-style-type: none"> Monthly Rostered Day Off (RDO) 			
Approved By		Date		

Our Vision

Glen Innes Severn Local Government Area will be recognised as: A Prosperous Connected Community that Nurtures its People and Places.

Our Mission Statement

Together we focus on our customers and partners to deliver the best possible local government services and projects at the best possible value now and into our shared future.

Our Values

Respect – Integrity – Courage – Honesty – Transparency

Our Council

Working for Council means you'll be joining a dedicated team where your individual effort is part of something much bigger – delivering great things for our community.

The Council covers an area of 5,487km², and is located in the beautiful New England area of NSW. This area encompasses the town of Glen Innes and villages of Deepwater, Emmaville, Glencoe, Wellingrove and Red Range. We're proud of the contribution our community makes to this vibrant, dynamic and attractive area in which to live and work.

The Role

The Tourism and Events Officer will promote and oversee the regions tourism activities including the destination marketing (*Glen Innes Highlands*) and the Visitor Information Centre Operations along with the planning and delivery of designated Council and community events / festivals.

Selection Criteria

Applicants should carefully address all criteria in their applications. To be recommended for appointment, applicants must demonstrate that they meet the essential criteria.

Essential

- ✧ Proven experience managing a team
- ✧ Extensive demonstrated experience in tourism and event management
- ✧ Excellent interpersonal skills and effective oral and written communication skills
- ✧ Proven ability to network, communicate and negotiate with community members and volunteers to achieve effective outcomes
- ✧ Sound computer skills, particularly project and event management and administrative programs
- ✧ Ability to accurately manage budgets and provide reconciliations and reports
- ✧ Ability and willingness to work weekends and attend after hours meetings if required
- ✧ Class C driver's licence (Car Licence)

Desirable

- ✧ Formal (tertiary level) training in tourism, marketing, communications, events and/or (community) development
- ✧ Interest in community economic development
- ✧ Experience in the areas of retail sales, merchandising and e-commerce
- ✧ Local Government knowledge and experience
- ✧ Advertising, creative and design experience/exposure

Essential Duties and Responsibilities

The duties and responsibilities listed here are considered essential to achieving the primary objectives of this job. Other duties consistent with the functions and role of the position may be assigned.

- ✧ Promotes the image of the Council in a positive manner and actively works to promote good public relations.
- ✧ Identifies and fosters tourism, event and cultural development opportunities in order to promote increased visitation and contributions to the local economy.
- ✧ Coordinates the operations of the Visitor Information Centre including the development and implementation of relevant policies and procedures to ensure a high standard of customer service.
- ✧ Assists in developing, implementing and monitoring Council event operational procedures and documentation, including event listings.
- ✧ Supervises and administers event operational plans, income / expenditure and bookings for stallholders, artists and attendees including recording, itemising and reconciling receipts and payments for the approval of the Coordinator Economic Development and Tourism.
- ✧ Supervises the delivery of the annual Australian Celtic Festival, Minerama, Christmas in the Highlands and other Council events as required with the ability and willingness to work weekends in conjunction with a 14 day rostered

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system and when required for specific events as well as attend group discussions, meetings and workshops as required to fulfil the responsibilities of the position.

- ✧ Provides event management assistance to local community groups to ensure the successful planning, budgeting and promotion of events and the efficient delivery of Council support.
- ✧ Ensures Council tourism and event information is effectively communicated internally (within Council and the Committees) and externally to all other stakeholders, using all forms of printed and social media technologies.
- ✧ Ensures that information and records are maintained, stored and disposed of in accordance with relevant policies and procedures, in consultation with Council's Records Supervisor.
- ✧ Achieves goals, relevant to the area of responsibility, in accordance with Council's Delivery and Operational Plans and to achieve the timely and effective implementation of Council resolutions.
- ✧ Performs any other assigned duty consistent with the responsibilities of the position and within the limits of the skills, competence and training of the employee.

Supervisory Responsibilities

This position directly and/or indirectly supervises the following positions:

Direct Reports:

- ✧ Tourist Assistants (1.5FTE – currently 5 staff members)

Indirect Reports:

- ✧ 50+ volunteers during the delivery of events

Carries out supervisory responsibilities in accordance with the organisation's policies and applicable laws. Supervisory responsibilities include:

- ✧ planning, assigning and directing work
- ✧ appraising performance
- ✧ coaching and advising employees
- ✧ identifying training needs
- ✧ addressing complaints and resolving problems

Financial Authority

This position has authority to sign orders and approve expenditure for services, goods and materials within the approved limits set out in the employee's delegations. Items in excess of the delegated amount must be referred to the Coordinator of Economic Development and Tourism for approval.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit and talk or hear in an environment with low to moderate levels of background noise. He or she is regularly required to use hands and arms to operate computer keyboards and other office equipment.

The employee must regularly lift and move objects up to 10 kilograms in weight and must occasionally lift and move objects up to 20 kilograms in weight, using safe lifting techniques. The employee may also be required to work outdoors at various events including setting up activities

Specific vision requirements for this job include close vision for reading, writing and computer operation, plus distance vision, peripheral vision and depth perception adequate for the safe operation of motor vehicles.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to outside weather conditions and UV radiation. The noise level in the work environment is usually quiet to moderate. There are no other unusual work environment characteristics known to be associated with this job.

Computer Skills

- ✧ Intermediate skills in Microsoft Office software, Internet and email.
- ✧ High level skills in social media platforms and event management platforms.

Key Accountabilities / Behaviours

Communication	Comprehends oral and written information, and clearly and effectively expresses self in the presentation of ideas; develops written work in a logical and comprehensive manner where appropriate
Safety	Follows safety policies and procedures using proper techniques to ensure the protection of people and property
Acceptance of Supervision	Willingly accepts and follows instructions given by supervisor in the performance of duties; responds to training and coaching in a constructive manner
Motivation / Initiative	Displays an interest in performance of tasks, including those over and above regular assignments; willingly accepts increasing responsibility and accountability; makes recommendations and suggestions to improve operations
Change Management	Openly supports change; motivates and encourages fellow employees to support change; successfully implements change in work unit
Customer Service	Demonstrates knowledge of internal and external customers; is sensitive to customer needs and expectations; anticipates needs and responds promptly and willingly to provide information, services and/or products as needed
Confidentiality	Can be trusted to use discretion in dealing with customers and fellow employees; maintains confidentiality of information or materials appropriate to position
Judgment / Discretion	Exercises logical thinking and foresees consequences of actions; has adequate knowledge of all applicable policies or rules and selects appropriate guidelines or procedures to follow in a variety of situations
Planning / Organising	Establishes priorities and work sequences to coordinate efforts, maintain work flow and meet deadlines; ensures sufficient functioning through smooth interface with related processes
Problem Solving / Decision Making	Recognises and defines problems; thoroughly obtains and analyses facts; takes immediate corrective action; uses resources and techniques to develop sound solutions while foreseeing possible consequences
Staff Development / Performance Management	Works with employees to create training and development plans; provides regular, balanced feedback to clarify strengths and weaknesses; provides clear standards for employee achievement; fosters individual and collective creativity within the work group
Employment Relations	Is supportive, considerate, fair, and objective in one's behaviour toward subordinates; establishes and maintains a cordial and harmonious work atmosphere
Directing / Coaching	Defines and coordinates work and delegates appropriately to best accomplish goals; adjusts assignments to maintain workflow; provides immediate and effective feedback to employees concerning behaviour and performance
Staffing / Equal Employment Opportunity	Maintains adequate staffing levels; executes established personnel policies and maintains working conditions; applies all appropriate Equal Employment Opportunity policies when making staffing decisions; addresses work-related needs of subordinates

Council Codes and Rules

The employee who occupies this job must be knowledgeable about Council's Code of Conduct and other policies and organisation rules that affect his or her employment. It is a requirement of the job that these codes, policies and rules are followed.

WHS and Risk Management Responsibilities

- ✧ Comply with all Work Health and Safety legislation and risk management requirements and abide by all relevant policies and procedures.
 - ✧ Undertake appropriate training and inductions, and comply with instructions
 - ✧ Appropriately use all PPE and resources provided to undertake the work safely.
 - ✧ Ensure hazards are identified in the workplace and appropriate control measures are in place.
 - ✧ Comply with statutory, Council and legal requirements in the areas of risk management including Work Health and Safety.
 - ✧ Comply with all injury management processes and legislation including the direct reporting and investigation of injuries, accidents and near misses.
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EEO Management Responsibilities

- ✧ Demonstrate a positive commitment to and compliance with all relevant Equal Employment Opportunity legislation, covering all forms of workplace discrimination, harassment and bullying.
 - ✧ Comply with Council' EEO policies and report breaches.
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Acknowledgement and Acceptance

This position description has been designed to indicate the general nature and level of work performed by employees within this classification. This is not a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the role.

Employee Name

Signature

Date

Supervisor Name

Signature

Date