

POSITION DESCRIPTION

POSTION TITLE	Tourism Development Manager
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LOCATION	Port Lincoln
REPORTS TO	Deputy Director Regional Development (DDORD)
HOURS	Full Time (1.0 FTE)
CONTRACT	2 Years
SALARY	Competitive salary package based on experience
SPECIAL CONDITIONS	Some out of hours work will be required May be required to undertake intrastate/interstate travel Current Driver's Licence is essential

OUR ORGANISATION
<p>Regional Development Australia (RDA) is an Australian Government network of business, government and community leaders who work together to support the development of regional Australia. RDA Whyalla and Eyre Peninsula is a well-established regional organisation funded by local, Federal and State government to build partnerships to develop strategies and deliver sustainable economic growth, infrastructure and services to the region. RDAWEP Board Members are local leaders developing local solutions to local issues.</p>

POSITION SUMMARY
<p>The Tourism Development Manager is responsible for the proactive coordination and delivery of tourism and related economic development projects across the organisation.</p> <p>Possessing excellent project management skills, the role will use extensive tourism industry knowledge and networks to undertake project planning, development and implementation for a range of initiatives that will grow the regional visitor economy.</p> <p>This will include acting as the primary point of contact for regional tourism, creating project plans, coordinating resources, monitoring budgets and meeting reporting requirements to ensure</p>

project outcomes are achieved on time, on budget and to quality standards. The role will also focus on developing and delivering a marketing and engagement strategy for the region.

The Tourism Development Manager will play a pivotal leadership role in informing, supporting and collaborating with our government and industry stakeholders to grow the visitor economy and achieve excellence in project delivery.

KEY RELATIONSHIPS	
MANAGER	Deputy Director Regional Development
DIRECT REPORTS	NIL
OTHER	<ul style="list-style-type: none"> • Business, industry and community groups within the region • Media agencies • Eyre Peninsula Local Government Association • Regional Councils • Relevant Federal and State Government agencies • Board Members and staff • Residents of the region • RDA organisations both in SA and nationally

ACCOUNTABILITIES AND OUTCOMES		
ACCOUNTABILITY	DUTY	PERFORMRANCE MEASURES
Tourism Management and Delivery	<ul style="list-style-type: none"> • Acting as the primary point of contact in relation to regional tourism for Eyre Peninsula • Developing and delivering projects aligned to the priorities identified in the South Australian Regional Visitors strategy • Providing advice, support and information to staff and stakeholders on emerging opportunities and challenges related to the visitor economy • Monitoring and evaluating all aspects of project delivery and meeting project reporting requirements • Provide support to the CEO and the DDORD as required 	<ul style="list-style-type: none"> • A proactive approach to the role, actively engaged with the industry and stakeholders • Quality service standards are maintained • Projects are coordinated, managed and delivered within budget, on time and to an agreed standard • Project risks and issues are identified and resolved • Project budget, performance and outcomes are monitored and timely and accurate reports that satisfy organisational and funding body requirements are submitted

Relationship Management	<ul style="list-style-type: none"> • Work collaboratively with staff and contribute to delivering project outcomes across the organisation • Establish, coordinate and attend meetings and related events where required 	<ul style="list-style-type: none"> • Staff and stakeholder relationships and expectations are managed professionally • Meetings and events are established and operate within accepted governance structures
Communications, Marketing and Stakeholder Engagement	<ul style="list-style-type: none"> • Developing and implementing a Tourism Marketing Plan and Stakeholder Engagement Strategy • Generate new businesses, investment and tourism within the region; through outstanding networking and relationship management • Develop and implement a Social Media Strategy • Provide information and advice on improving stakeholder engagement 	<ul style="list-style-type: none"> • Tourism Marketing Plan and Stakeholder Engagement Strategy developed and implemented • High level of relationships are development and maintained • Approved Social Media Strategy in place and implemented • Statistics demonstrate increase in consumer traffic on all platforms • Staff received advice on strategies to improve stakeholder engagement as required

TECHNICAL EXPERTISE (Qualifications, Skills, Knowledge and Experience Relevant to the Role)	
Technical Expertise (essential)	<ul style="list-style-type: none"> • Tertiary qualifications in tourism, media or communications and/or significant industry experience • Exceptional communication skills (oral and written) • Proven experience in researching, collating and writing a broad range of content for a wide variety of audiences in an effective and efficient manner • Demonstrated experience in engaging and working collaboratively with the tourism, food and wine industry • Project management experience • Ability to develop and maintain sound working relationships with people at all levels • Ability to use initiative and exercise independent and well informed judgement to develop and implement risk based solutions in a politically charged environment • Experience in the use of Microsoft programs including Outlook, Word, Excel and PowerPoint • Ability to contribute to strategy and work plan development • Experience using social media in a business context • Experience in writing content for digital platforms
Technical	<ul style="list-style-type: none"> • Knowledge of State and Commonwealth funding programs relevant to the role

Expertise (desirable)	<ul style="list-style-type: none"> • A knowledge of Eyre Peninsula and the regions tourism offerings • Experience in brand development
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PERSONAL QUALITIES	
Quality	Behaviour
Relationship Management	<ul style="list-style-type: none"> • Develops and maintains effective working relationships and networks • Identifies opportunities to negotiate for improved outcomes • Deals with conflict effectively and escalates when appropriate • Shares information and knowledge as appropriate
Professional Approach	<ul style="list-style-type: none"> • Promotes a culture of respect and high ethical standards • Remains positive and recovers quickly from setbacks • Maintains professionalism and confidentiality when dealing with sensitive issues • Constructively expresses own views and respects the views of others
Results Oriented	<ul style="list-style-type: none"> • Takes responsibility for the delivery of quality and timely results • Communicates clear expectations around quality of work and timeframes • Uses initiative and acts on opportunities for continuous improvement
Service Delivery	<ul style="list-style-type: none"> • Provides clear, honest and timely feedback • Demonstrates a thorough knowledge of the services provided • Cooperates across work areas to achieve optimal outcomes
Strategic Focus	<ul style="list-style-type: none"> • Understands, supports and contributes to strategic direction and plans • Communicates plans in practical terms to others • Supports and responds positively to the drive for change and innovation