

1.0 Position Details	
Position Title	Tourism and Events Officer
Classification	Level 5
Employment Type	Full Time
Position Reference	
Reporting to	Community Development Officer
Department	Community Services
Location	Shire Administration Office, 11-13 Waldeck Street, Dongara
Supervision	Nil
Internal Relationships	All Shire Staff
External Relationships	Community including residents, community groups, ratepayers, visitors, general public, tourism and government agencies, event stakeholders, businesses and industries
Extent of Authority	This position operates under the direction of the Community Development Officer and within legislation, established guidelines, procedures, and policies of the Shire and statutory provisions of the <i>Local Government Act 1995</i> and other written laws applicable.
2.0 Position Objective	
<ul style="list-style-type: none"> Support the delivery of tourism and event services to the visiting public and local community effectively and efficiently. Identify and encourage opportunities to market growth and prosperity of the Shire of Irwin, focusing on successful delivery of positive outcomes in tourism and events. Develop a culture of continuous improvement and good practice by taking responsibility for maintaining a strong customer focus aligned with business deliverables. 	

3.0 Position Specific Tasks and Activities		
KEY AREA	DUTIES AND RESPONSIBILITIES	KEY PERFORMANCE INDICATORS
Tourism	<ul style="list-style-type: none"> Provide Customer Service Officers with up-to-date tourist information to assist visitors and members of the public with general enquiries. 	<ul style="list-style-type: none"> Customer Service Charter is demonstrated. Tourism information is maintained as current and readily available. Community engagement is demonstrated through successful delivery of services.
	<ul style="list-style-type: none"> Coordinate and assist in developing a range of tourist media, digital marketing and promotion projects, events and activities. 	
	<ul style="list-style-type: none"> Review stock and Visitor Centre merchandise to maintain trends for sale and display 	
	<ul style="list-style-type: none"> Establish networks within the community, private sector and tourism organisations. 	
	<ul style="list-style-type: none"> Attend and/or coordinate the marketing of the Shire of Irwin at relevant trade and tourism shows. 	
	<ul style="list-style-type: none"> Provide community groups and clubs with guidance, advice and assistance in developing and creating appropriate and effective tourism promotional materials in various mediums. 	
	<ul style="list-style-type: none"> Project manage the planning, implementation, marketing, delivery and review of all events. 	
Events	<ul style="list-style-type: none"> Provide a concierge service to all events hosted within the Shire of Irwin to leverage outcomes, build capacity, and develop long term growth 	<ul style="list-style-type: none"> Events are delivered successfully Assist in the development of event and tourism budgets and deliver events and services within budget Shire of Irwin and WHS procedures are adhered. Customer Services Charter is demonstrated.
	<ul style="list-style-type: none"> Successfully deliver on time and on budget, all events within the Shire of Irwin. 	
	<ul style="list-style-type: none"> Provide a high level of customer service, regulatory guidance and other general information to all internal and external event and community stakeholders. 	
	<ul style="list-style-type: none"> Coordinate the delivery of quality, safe events by adhering to appropriate safety, traffic and risk management controls, and engagement of contractors, suppliers, and entertainers. 	
	<ul style="list-style-type: none"> Provide professional and informed advice and support to event organisers, authorities, businesses, and other relevant parties including but not limited to risk assessments, sponsorship, funding, event logistics, networks, and other current event and tourism deliverables 	
	<ul style="list-style-type: none"> Provide guidance to Event Support Staff where applicable to assign duties, mentor, and review outcomes. 	

4.0 General Position Requirements	
Ethical Behaviour	Demonstrates a positive commitment and compliance with all legislation covering all forms of workplace discrimination, harassment, victimisation and bullying, compliant with the Shire's Code of Conduct and all policies.
Work Health and Safety	Ensuring duty of care which is compliant with WHS legislation and the Shire of Irwin policies and procedures. Follow all safety processes appropriately, including reporting injuries, accidents and near misses.
Risk Management	Duties are performed according to the Shire of Irwin procedures and principles for risk management which includes WHS, appropriate to the position's duties as prescribed in our organisational procedures and according to legislative and regulatory requirements.
Human Resource and Leadership	Participates in performance management processes; participates in leadership and development activities including induction, recruitment, and succession planning.
Records Management	Ensures all documents are recorded in accordance with the Shire's Recordkeeping Plan, policies and procedures. Ensures confidentiality is maintained at all times.
Strategic Vision	Articulates a clear picture of the future direction of the team and describes how current decisions will impact the ability to achieve this. Creates realistic schedules and assesses opportunities and problems to assist in achieving the Shire's strategic objectives as required.
Values we are committed to	<p>Creates and maintains a positive working environment while upholding the Shire's values of:</p> 

5.0 Behavioural Competencies

VALUE DESCRIPTION	EXEPECTED BEHAVIOURS
Innovation	<p>We are forward thinking and creative in our approach and strive to continuously improve the way we work.</p> <ul style="list-style-type: none"> ▪ I look for better ways of doing things. ▪ I am open to feedback and change ▪ I encourage and embrace new ideas ▪ I foster creativity and think outside of the box ▪ I am solution focused.
Accountability	<p>We will honour our commitments and responsibilities to achieve positive results in a transparent environment.</p> <ul style="list-style-type: none"> ▪ I lead by example ▪ I learn from my mistakes ▪ I am responsible for my actions ▪ I am committed to achieving my goals ▪ I acknowledge positive behaviour and successes
Integrity	<p>We always act in the public interest and are open, honest, fair and ethical in our interactions with others.</p> <ul style="list-style-type: none"> ▪ I am fair and consistent ▪ I am honest, trustworthy and reliable ▪ I effectively and actively communicate ▪ I conduct myself in a professional manner ▪ I am loyal and committed to the organisation
Respect	<p>We support and appreciate each other in an inclusive culture to ensure a sense of pride and enjoyment</p> <ul style="list-style-type: none"> ▪ I am considerate of the needs of others ▪ I genuinely listen when others communicate ▪ I respect the roles and opinions of others ▪ I treat others how I wish to be treated ▪ I support, help and encourage my colleagues

6.0 Skills, Experience and Qualifications

SELECTION CRITERIA – ESSENTIAL REQUIREMENTS

ESSENTIAL REQUIREMENTS

Knowledge and skills

- Demonstrated practical experience in tourism, promotional, cultural, and community development activities.
- Demonstrated understanding of the regulatory framework governing events and experience delivering or contract managing events that comply with these regulations.
- Experience working with community groups to meet identified needs.
- Experience managing staff and contractors to deliver major events.
- Experience building tourism and event programs to deliver on business objectives to drive economic impact.
- Ability to multitask, maintain excellent time management and work with minimum supervision.
- Sound understanding and demonstrated knowledge of the local tourism industry.
- Reliable and self-motivated with well-developed time management skills.
- Excellent communication skills, including the preparation of Council Reports and use of various computer programs including Microsoft Office suite, SynergySoft and MEX is desirable.
- Ability to network and build both internal and external relationships.
- Strong ability to drive outcomes.
- Demonstrated ability to work within a budget.

Special Conditions

- Ability to perform duties outside of core business hours Monday to Sunday during peak tourist and event periods.

Desirable

- Experience and/or formal qualifications in tourism or a similar customer services related industry.
- Experience with updating website and social media platforms.
- Current unrestricted C Class Western Australia Drivers Licence.
- Local Government experience in a similar role within a rural/regional location.

7.0 Selection Criteria

- Demonstrated practical experience in tourism, promotional, cultural, and community development activities.
- Experience working with community groups to meet identified needs.
- Experience managing staff and contractors to deliver major events.
- Experience building tourism and event programs to deliver on business objectives to drive economic impact.
- Ability to multitask, maintain excellent time management, work with minimum supervision and ability to work within a budget.
- Ability to perform duties outside of core business hours Monday to Sunday during peak tourist and event periods.

8.0 Position Description Acknowledgement

This Position Description is intended to describe the general nature and level of work performed by the employee assigned. It is not designed to be interpreted as a comprehensive list of duties and responsibilities of the position. The Shire of Irwin reserves the right to amend responsibilities as required to meet business and operational requirements.

I, *the undersigned* have noted and agreed to the values, statement of duties, responsibilities and other requirements as detailed in this document. I understand, this position description may be subject to change as required and any change of duties shall be discussed with the undersigned.

Date:
Name:
Signature:
Review Date: