



## NPARC POSITION DESCRIPTION

<b>Position number</b>		<b>Date of last review</b>	June 2020
<b>Position Title</b>	Tourism Officer		
<b>Classification</b>	Stream A Band 2 Level 1 to 4 (salary range depends on skills, experience, and qualification)		
<b>Division</b>	Corporate Services		
<b>Branch</b>	Tourism		
<b>Location</b>	Injinoo		
<b>Employment Type</b>	Fixed Term Fulltime until 30 June 2021		
<b>Supervisor</b>	Executive Manager Corporate Services		
<b>Direct reports</b>	1 x Tourism Trainee		

### 1. ORGANISATIONAL ENVIRONMENT

#### ***Our Mission***

*“To support the provision of high standard local government services and the economic growth of the Northern Peninsula Area through the sustainable use, development and management of land, water and native vegetation resources, whilst protecting the rights and interests of both the individual and the community.”*

#### ***Our Vision***

*With Respect and pride, we build a future for our children based on unity, equitable self-governance, education and culture.”*

#### ***Council Responsibilities***

The Council is charged with the responsibility of ensuring a wide range of local government services are available throughout the communities of the Northern Peninsula Area including housing, waste management, wastewater management, roads infrastructure, sporting and recreational facilities.

Good community development is also a responsibility of Council in nurturing the establishment of a strong community, that controls and uses it's assets to provide cultural and other community events and promote and support social justice to improve the quality of our community life. NPARC will work closely with the community, government funding agencies and, where appropriate, business to secure and deploy the necessary resources for these purposes.

### 2. PRIMARY OBJECTIVES OF THE POSITION:

The Tourism Officer will be required to work collaboratively with Tourism Tropical North Queensland (TTNQ) Tourism coordinator and the Northern Peninsula Area Regional Council's Events Coordinator to embed an operating model that achieves:

- The attraction of visitors, business and investment to the area through a shared networking approach with business, Government and other interested parties.

- Reinforces the regional development outcomes for council by supporting existing and new businesses and employing strategies to attract investment into the region.
- Focusing on economic development and growth in the region with the Tourism Industry.

### **3. CONDITIONS OF EMPLOYMENT:**

The conditions of employment for this position are in accordance with the NPARC Certified Agreement 2019, a contract of employment for this position, Council's policies and procedures, Council's Code of Conduct, and other legislative requirements.

### **4. WORKPLACE HEALTH & SAFETY RESPONSIBILITIES:**

The employee shall comply with the Workplace Health and Safety Act, regulations, codes of practice and Council's Workplace Health and Safety Policies and Procedures and with instructions given by the relevant Manager and / or Supervisor in respect of the Health and Safety of themselves and the Health and Safety of other persons.

The employee is responsible for ensuring Council's WH&S Systems are implemented within their area of responsibility.

### **5. PRIMARY FUNCTIONS**

The Tourism Officer will assist the tourism primary industry focus and strengthen the already strong tourism market available to the Northern Peninsula Area (NPA). Tourism Officer would ideally complement the existing Events Coordinator and has the potential to look at identifying new tourism opportunities and further improve existing ones.

- Tourism Officer and Event coordinator mentoring and skills transfer
- Implement and actively participate in the chairing of a regional Tourism committee
- Implement a calendar of tourism events for the region and coordinate with the Events coordinator and team to plan and organise events.
- Provide a database and management process of key contacts in the NPA and Torres Strait region.
- Provide expert advice to local council and stakeholders
- Provide monthly reports to the Executive Manager of Corporate Services and TTNQ advising the progress of required tasks and tourism opportunities for the region.
- Identify a target market and develop a visitor communication strategy.
- Develop a volunteer strategy to encourage local event participation.
- Partner with local organisations to increase visitation around cultural and sporting events.
- Work with other regional councils to promote events

### **6. SELECTION CRITERIA**

- Ability to provide routine reports prior to expected date.
- Demonstrated ability to build and maintain positive, cooperative, and productive relationships with staff, the community, and key stakeholders.
- The ability to work collaboratively with colleagues to achieve priorities and build strong and effective partnerships with internal and external stakeholders
- Have a proactive and pragmatic approach to achieving organisational goals
- Working knowledge of Queensland local government legislation and procedures

- Highly developed policy development and evaluation skills
- Proven ability to develop and maintain effective networks within an organisations, businesses and the community stakeholders
- Appropriate oral and written communication skills, with an ability to prepare and deliver presentations to expected standards, using electronic media
- Knowledge and understanding of regionally specific Aboriginal and Torres Strait Islander culture, heritage, and custodial values
- Understanding of the practical application of WH&S requirements.

**Desired Qualifications and or Experiences:**

- Tourism experience preferred but not essential
- Must hold a current Class C Opens Drivers Licence

**7. KEY PERFORMANCE INDICATORS (KPIs)**

Monthly reporting against the following KPIs is required:

- .1. Develop and innovate solutions that will grow and enhance the tourism visitor economy in the NPA
- .2. Implementation and participation of a regional tourism committee
- .3. Implementation of a yearly calendar of potential tourism events throughout the NPA
- .4. Database management of key tourism contacts in the NPA and Torres Strait region
- .5. Provide expert tourism advice to local councils, businesses, communities and interested parties
- .6. Attend monthly meetings with the TTNQ Tourism Coordinator
- .7. Provide reports to the TTNQ Coordinator on a monthly basis advising of the progress of required tasks

We agree that this Position Description accurately reflects the role.

Employee Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
PRINT

Exec. Manager Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
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CEO: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
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