

Position Description

Economic Development Officer
(Tourism)

Alpine Shire Council's Values - ICARE

Innovation | Collaboration | Accountability | Respect | Empowerment

Our shared values and behaviours are integral to how we go about our work, interact with each other and our community.

Child Safety Commitment at Alpine Shire Council

Alpine Shire Council is committed to being a child safe organisation. Every child and young person has the right to feel safe. All our employees have a shared responsibility to protect children and young people from harm and abuse. Alpine Shire Council has established policies, procedures and training to achieve these commitments.

Diversity & Inclusivity at Alpine Shire Council

Alpine Shire Council is an Equal Opportunity employer. We value people of all abilities, people from culturally and/or linguistically diverse backgrounds and First Nations peoples. We are committed to upholding a safe, inclusive and respectful workplace that values the contribution of all.

POSITION OVERVIEW

The Alpine Shire is a vibrant municipality experiencing growth in population and visitor numbers each year. This role is responsible for the effective marketing and promotion of Alpine Shire's townships and other destinations. This role will drive the development, implementation and evaluation of marketing, promotion and branding activities to achieve the objectives of the Council Plan.

CLASSIFICATION AND RELATIONSHIPS

Classification:	Band 6
Award:	Alpine Shire Council Enterprise Agreement
Reports to:	Economic Development Coordinator
Supervises:	Nil

KEY DUTIES AND RESPONSIBILITIES

As the Economic Development Officer (Tourism), you provide an important role in maximising exposure of the Alpine Shire region to potential visitors through the delivery of public relations, destination marketing, digital marketing and brand awareness activities of townships across the Shire ensuring that visitors continue to frequent our region.

Accountability and Extent of Authority

Destination Marketing

- Develop and plan annual marketing plans for promotions, public relations and branding activities that Council will undertake in destination marketing.
- Implement activity as agreed to by your manager within project timelines.
- Develop and manage the annual destination marketing budget.
- Create digital marketing campaigns and assess against relevant goals.
- Provide reporting as required, including activity reporting, measures of success and financial reporting.
- Content creation and management of images and videos.

Collateral and Print Marketing

- Manage the range of marketing collateral for the destinations within the Shire, including the development and regular review of print stock for distribution
- Manage and create Council's tourism image library.
- Manage paid print advertising as planned and as opportunities arise, within budget.

Partnerships

- Develop and enhance relationships with industry, including business associations and key tourism/product groups.
- Develop and enhance relationships with Tourism North East and local government areas.
- Liaise closely with Tourism North East to ensure that maximum exposure of Alpine Shire is achieved through product development and promotions, including family and public relations activity.
- Manage the annual “buy-in” budget with Tourism North East.

Industry Development

- Build productive working relationships with industry operators to identify opportunities to improve skills and service standards within the industry.
- Deliver projects in skills development as identified.
- Provide advice to new and existing tourism industry operators.
- Deliver events to encourage tourism operator interaction with Council and other operators.

Other Duties

- Ensure projects are completed within specified timelines and budgetary allocations.
- Display a punctual, reliable and positive approach to work.
- Continually review and improve work methods associated with this role.
- Undertake other duties as directed by your manager.
- In addition to the responsibilities described in this document, all employees must comply with the Alpine Shire Council’s Code of Conduct and other corporate policies.

Judgement and Decision Making

- Decision making regarding purchases to be within budget allocations, in accordance with Council procurement policy and procedural guidelines.
- Guidance is always available from immediate supervisor or manager.
- Objectives of work are well defined with the particular method or process to achieve tasks selected from a range of techniques, systems, equipment, methods or processes.

Management Skills

- Ability to manage your time and plan your day.
- Ability to manage diverse workload and set priorities.
- Proficient record keeping skills.

Leadership and People Management

- To work with the Economic Development Coordinator to provide leadership, coaching and mentoring to any temporary or contractor staff allocated to the team.
- Implement team-wide change and support as required.
- Maintain up to date industry and best practice knowledge across the sector to inform planning and management designs throughout the team.
- Provide input into the development and implementation of staffing strategies and participate in the recruitment and selection of staff.
- Make effective use of your excellent negotiation and conflict resolution skills to handle difficult situations, confrontation or resolve issues.

Interpersonal Skills

- Well-developed oral and written communication skills with customers, other employees and members of the public.
- Display a punctual, reliable and positive approach to work.
- Ability to project a positive image in communicating with both internal and external customers at all times.
- Ability to deal with the public in a confident and cooperative manner.

EXPERTISE

Qualifications and Experience

Essential

- Valid Victorian Working with Children Check
 - Exempt from this requirement if a Victorian Institute of Teaching (VIT) registered teacher, Victoria Police officer or Australian Federal Police (AFP) officer.
- Valid driver licence.
- Victorian Certificate of Education or equivalent or previous experience relevant to this role.

Specialist Knowledge and Skills

Essential

- Experience in marketing.
- Ability to prepare budgets.
- Ability to provide detailed reporting.
- Highly developed verbal and written business communication and interpersonal skills.

- Highly developed multi-tasking skills and the ability to work independently, prioritise tasks and meet deadlines.
- Demonstrated ability in problem solving, decision making and researching.
- Sound computer skills, in particular Microsoft Office, social media platforms and content management systems

Desirable

- Knowledge of relationships between government departments, statutory authorities and other relevant parties relative to the scope of this position.
- Knowledge of and ability to effectively use relevant technology systems and applications relating to key responsibilities.
- Knowledge of the region and its tourism offering.
- Graphic design (basic).

HEALTH, SAFETY AND RISK DUTIES AND RESPONSIBILITIES

Nothing is more important than your health and safety and that of those around you. You must:

- Perform all tasks in a manner that does not place at risk the health and safety of any person.
- Utilise all appropriate personal protective equipment, where required.
- Seek assistance when unsure of how to perform a task.
- Ensure you observe, understand and comply with all occupational health and safety legislation, regulations, codes of practice, policies, procedures and directives.
- Regularly inspect your work environment for hazards.
- Immediately report all workplace incidents, accidents, near-misses and hazards to a supervisor.
- Support the return to work plan for any injured worker when returning to work.
- Council employees do not smoke in any workplace or when engaged in work related activities. Smoking is an issue for both Council and employees as it impacts on both the work and personal life of the smoker and other employees and in some cases the reputation of the Council.

PHYSICAL REQUIREMENTS

Daily work will be performed in an indoor environment, as such:

- You will be exposed to those conditions normally encountered in an indoor environment.
- Physical demands are moderate to strenuous, consisting of the ability to sit, stand, stoop, reach, bend, climb, lift and pull using safe manual handling practices.
- You must be able to see and hear in the normal range, with or without correction, and communicate well both verbally and in written form, and must be

able to be understood.

- You must have the stamina to work long hours, if assigned, and must be willing to work an irregular schedule, which may include weekends, holidays, evenings, and/or varying shifts.
- The work environment may include uneven surfaces and traversing up and down stairs.