

Burdekin Shire Council is seeking applications for a Tourism Officer to support the development and enhancement of tourism in the Shire as part of the Council's economic development strategy. The successful applicant will also be responsible for overseeing the operation of the Visitor Information Centres in Ayr and Home Hill and independently managing projects and events with a specific tourism focus.

The Person

The successful applicant will possess the following attributes at a minimum:

- Demonstrated experience in working with a range of stakeholders including tourism operators, businesses and volunteers.
- Demonstrated experience in the provision of visitor information services, marketing and excellent customer service.
- Demonstrated event management skills and proven ability and knowledge to undertake council and community events.
- Demonstrated ability to work independently, to organise, set work priorities, meet deadlines and achieve work outcomes.
- Ability to effectively communicate, liaise and undertake research on tourism matters.
- Ability to contribute to project teams and work as an active member of a team in planning, implementation and evaluation of projects.
- High level of computer skills, including Word, Outlook, Excel, PowerPoint, InDesign and the use of the Internet / Social Media platforms.
- Current class C drivers' licence.

Applicants should familiarise themselves with the entire position description.

The applicable salary is to a ceiling of Level 4 (\$80,212pa) with the commencing salary dependent upon the skills and experience of the successful applicant.

Applications can be submitted using one of the following methods (Word or PDF format is preferable):

- A cover letter
- A current resume
- Statements addressing the selection criteria

Applications can be submitted using one of the following methods:

- Email – employment@burdekin.qld.gov.au
- Mail – Confidential Application No. 20/01, PO Box 974, Ayr Qld 4807

Applications close on Friday, 31 January 2020 at 5.00pm.

For further information please the Human Resources Office on (07) 4783 9800.

It is essential to respond to each criterion with one or two paragraphs explaining how you have demonstrated each particular skill or quality and including examples from your work experiences. Short-listing of candidates will be based upon an assessment of how well the following selection criteria are addressed.

Essential

1. Demonstrated experience in working with a range of stakeholders including tourism operators, businesses and volunteers.
2. Demonstrated experience in the provision of visitor information services, marketing and excellent customer service.
3. Demonstrated event management skills and proven ability and knowledge to undertake council and community events.
4. Demonstrated ability to work independently, to organise, set work priorities, meet deadlines and achieve work outcomes.
5. Ability to effectively communicate, liaise, and undertake research on tourism matters.
6. Ability to contribute to project teams and work as an active member of a team in planning, implementation and evaluation of projects.
7. High level of computer skills, including Word, Outlook, Excel, PowerPoint, InDesign and the use of the Internet / Social Media platforms.
8. Current class C drivers' licence.

Position Number	20071
Certified Agreement	Burdekin Shire Council Enterprise Bargaining Agreement
Award	Queensland Local Government Industry (Stream A) Award – State 2017
Award Section	Section 1- Administrative, clerical, technical, professional, community service, supervisory and managerial services
Award Level	Level 4
Reports To	Economic Development Coordinator
Place of Employment	Council Chambers, 145 Young Street, Ayr

Position Objective

To support the development and enhancement of tourism in the Shire as part of the Council's economic development strategy and to oversee the operation of the Council's Visitor Information Centres in Ayr and Home Hill.

Key Responsibilities

Council is committed to a One Team One Council approach where all departments work collaboratively together to achieve value for money for the rate payers of the Burdekin.

Accordingly the key responsibilities may be modified from time to time to ensure the expected outcomes are coordinated with Council's operational and corporate plans. Without limiting the above, the key responsibilities shall include:

- Implementation of strategies identified in the Burdekin Tourism Strategy.
- Work with the local tourism industry to enhance the level of tourism activity in the Shire.
- Independently manage and implement projects and events with a specific tourism focus including the *Sweet Days Hot Nights Festival* and assist with the management of other Council events as required.
- Oversee the operation of the Visitor Information Centres (VICs) in Ayr and Home Hill
- Work in conjunction with the Volunteer Co-ordinators to support the volunteers in operating the two VICs.
- Carry out administrative duties as required, including dealing with correspondence relating to tourism issues, the updating of information on Council's tourism website and social media links, etc.
- Undertake the development of promotional material highlighting tourism assets, products and services in the Shire.
- Prepare reports on tourism matters as required and update Council on tourism activity at regular intervals.
- Represent Council where required on regional working groups related to tourism and work with the Regional Tourism Organisation to enhance tourism in the Shire.
- Provide support to the Economic Development Co-ordinator on economic development activities as required.

Position Requirements

Knowledge

- Knowledge of the Burdekin Shire Council's policies and procedures and plans applicable to tourism and economic development.
- Knowledge of the structure and principles relating to tourism and its relationship with economic development.
- Knowledge of Microsoft Office applications including Excel, Word, PowerPoint, In Design and database applications.
- Knowledge of social media and other forms of electronic engagement.
- Working knowledge of Technology One – Finance One system.
- Understanding of Work Health and Safety requirements and responsibilities.

Skills

- Well-developed IT skills including use of social media and web site.
- Well-developed written and verbal communication skills.
- Well-developed networking and public relations skills.
- Project and event management skills.
- Time management and co-ordination skills.
- Research and report writing skills.
- Advanced interpersonal skills.

Abilities

- Ability to plan and organise work schedules to achieve the effective daily operational duties of the position.
- Ability to organise and complete work tasks and projects on time with minimal supervision.
- Ability to gain cooperation and assistance from members of the public and other employees to meet organisational objectives.
- Ability to work with volunteers in the delivery of services.
- Ability to discuss enquiries and requests in a sensitive and tactful manner.
- Ability to work outside of the normal spread of hours and weekends if required.

Other Requirements

- Display a high level of professionalism and discretion in dealing with confidential or sensitive information.
- Personal attributes of self-motivation, enthusiasm, personal presentation, adaptability and ability to interact with other employees and the community.

Experience and Qualifications

- Experience in working with diverse Stakeholders including tourism operators, businesses and volunteers.
- Experience in co-ordinating and managing events.
- Experience in developing marketing and public relations material, including profiles, advertisements, brochures, event flyers, fact sheets using Adobe InDesign or similar software.

- Experience in independently managing and implementing small to medium scale projects.
- C class driver's licence.

Award Classification

These classification characteristics are drawn directly from the Queensland Local Government Industry (Stream A) Award – State 2017, and are used as a guide to determine the level of this position, but may not form a specific part of the key responsibilities:

Organisational Relationships

- Works under general supervision.
- Supervises subordinate employees or works in a specialised field.

Extent of Authority

- Required to set outcomes within defined constraints.
- Provides specialist, technical or professional advice.
- Freedom to act governed by clear objectives and/or budget constraints.
- Solutions to problems generally found in precedents, guidelines or instructions. Assistance is usually available.

Core Competencies

These competencies relate to positions at this Award level:

Teamwork

- Participate in team-based activities and suggest improvements to team activities.
- Respect, encourage, and support other team members.
- Perform successfully in a range of team roles.
- Accept decisions, even those with which you disagree.

Customer Service

- Treat both internal and external customers with courtesy and respect.
- Work according to agreed customer service standards.
- Contribute towards the setting of customer service standards.

Communication

- Write in a clear and concise style.
- Clearly express opinions, ideas, and information to colleagues.
- Actively listen.

Quality

- Work according to agreed quality standards within your team.
- Contribute towards setting quality standards within your team.
- Monitor your work and identify opportunities for improving quality.

Environment

- Work according to agreed environmental standards within your team.
- Contribute towards setting environmental standards within your team.
- Monitor your work for opportunities to reduce adverse impacts on the environment.

Work Health and Safety

- Work safely and in accordance with the relevant work method statements and procedures.
- Encourage your colleagues to work safely.
- Identify hazards and assess risks in the workplace.
- Use organisational systems, such as customer service requests, to identify and rectify hazards, near misses, and non-compliances with procedures.
- Anticipate problems and risks and modify work methods appropriately.

General

1. This is a description of the job as it is at present constituted. It is the practice of this organisation periodically to examine employees' job descriptions and to update them to ensure that they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This procedure is jointly conducted by each manager in consultation with those reporting directly to him or her. Therefore you will be expected to participate fully in such discussions. It is the Organisation's aim to reach agreement to reasonable changes where identified.
2. Whilst employment is in the position described in this document it is understood that employment is with Burdekin Shire Council. In the event of organisational change or restructure, Council may require employees to undertake other roles for which they are qualified and capable of performing.
3. Employees may be required to undertake a variety of duties not related to their substantive role in times of disaster.
4. All employees are responsible for making and keeping records in accordance with legislation, information standards and other relevant guidelines and procedures, and ensuring they are captured in the authorised recordkeeping system, Technology One Enterprise Content Management (ECM).
5. Failure to maintain any licence or certificate, which is a condition of your employment, may result in demotion or termination as Council is unable to guarantee your transfer to a position not requiring the said licence or certificate.
6. All employees are expected to participate in Council's Induction Program and future training opportunities to maintain a current knowledge base and provide excellent service levels for internal and external customers.
7. All employees are to actively participate in the Employee Performance Development Program.
8. All employees must work in accordance with the standards contained within Council's Code of Conduct. Failure to do so may lead to disciplinary action up to and including termination of employment.
9. All employees are encouraged to be a contributing member to the wider Burdekin community and therefore it is highly recommended that you take up permanent residency within three months of the successful completion of your probationary period.

10. Abide by all existing policies, guidelines, and Operational Standards and as amended from time to time.