



JOTG 30th May 2021

Tourism and Economic Development Officer [Liverpool Plains Shire Council](#)

About Liverpool Plains Shire Council

Centrally located in north-west NSW and strategically nestled in the foothills of the Great Dividing Range, Liverpool Plains Shire Council is responsible for maintaining extensive public infrastructure and delivering a wide range of services to support and improve the lives of our 8,000 residents.

The Liverpool Plains is a diverse and resourceful region spanning just over 5,000 square kilometres. The towns of Quirindi and Werris Creek are located at the heart of the Shire and are supported by several smaller villages and hamlets, with the major regional centre of Tamworth close by.

Liverpool Plains Shire Council is embarking on a change journey to become a contemporary, customer-focused local government. We are strongly focused on building strong partnerships with government, industry and community to achieve economic development and growth in the Liverpool Plains.

The opportunity

Working under the guidance of our General Manager, the Tourism and Economic Development Officer is responsible for implementing and promoting a strategic economic development framework for the Liverpool Plains to support the sustainable economic growth and prosperity of the region, and researching and successfully targeting funding opportunities to fulfil unfunded and prioritised Council projects.

The successful candidate will be community-focused, proactive and results-driven with a proven record of success in creating and leveraging effective partnerships with government, industry and community to deliver on major strategic priorities.

To be successful in this role, you will have:

- Formal qualifications in Economics, Business, Urban Planning, Marketing or related discipline.
- Experience in developing and implementing strategic marketing plans with an emphasis on destination marketing/promotion.
- Experience in project management relating to economic development and marketing projects, including budget, risk, change and resource management.
- Outstanding communication, interpersonal and presentation skills and proven ability to build productive relationships with a diverse range of stakeholders.
- Demonstrated experience in developing and collating grant funding applications.
- Excellent standard of IT literacy and advanced computer and software skills, including proficiency in the Microsoft Office suite of applications.

Salary and conditions

The role offers an annual salary within the range of \$60,548.80 to \$77,511.20 per annum, plus superannuation, with commencing salary dependant on skills, qualifications and experience.

The appointment will be in accordance with the *Local Government (State) Award* and Council's policies and conditions of employment. The successful candidate will be required to undergo a pre-employment medical, including drug and alcohol assessment, prior to appointment.

Our employees work a nine-day fortnight and enjoy access to salary packaging and novated leasing opportunities through our salary packaging partner, Salary Packaging Australia (SPA).

Enquiries

For a confidential discussion regarding this opportunity, contact Council's General Manager, Jo Sangster, on [\(02\) 6746 1755](tel:(02)67461755).

Applications

Please visit <http://www.lpsc.nsw.gov.au/index.php/my-council/positions-vacant-at-council/item/1564-tourism-and-economic-development-officer> to download an application form.

Completed applications, including a cover letter, current CV and statement addressing key selection criteria, should be submitted by **5.00 pm on Friday ,18 June 2021**.



Manager – Marketing & Events

Tourism Top End

[Save job](#)

About Tourism Top End

Tourism Top End is the peak Tourism Association in the Top End of Australia's Northern Territory and has been representing the interests of the Tourism Industry since 1973. As a not-for-profit, membership-based Association, Tourism Top End is responsible for regional destination development, marketing and advocacy. We promote the Top End for both leisure and business events supporting our 500 plus members.

The Association operates the Top End Travel and Information Centre in Darwin, being one of the leading tourist booking facilities in Australia. Tourism Top End serves the area known as the 'Top End' in the Northern Territory which includes the Cities of Darwin and Palmerston, World Heritage Listed Kakadu National Park, Katherine region including Nitmiluk National Park, Douglas Daly Region, Arnhem Land, Litchfield National Park and the Tiwi Islands. The Association also manages a variety of tourism industry programs in partnership with Northern Territory Government, City of Darwin and the Australian Tourism Industry Council.

Purpose of this Role

The purpose of this role is to lead the development and delivery of the strategic marketing plan for TTE, covering consumer direct, membership communications and supporting partnerships development, on a mostly n intra-Territory basis. The role supports both the marketing of the Top End region, the Travel & Information Centre and the Association.

Reporting to the General Manager, you will play a key role in leadership team, developing then maintaining an ongoing multifaceted marketing and communications plan, including the management of the Association's own events.

The role will also support the Partnerships and Industry Services team in capacity building services in relation to improving member digital connectivity and marketing

capability. You are passionate about tourism and travel marketing and are willing to go the extra mile.

You have a significant commercial marketing background with a successful track record of business improvement by driving highly engaging content opportunities. The ability to maintain a regular travel program around the Top End region is an essential requirement to of this role.

Key Duties and Responsibilities:

- Lead the Associations Marketing and Events team creating a high-performance culture;
- Create and deliver considered marketing activities, including management of internal and external brand standards to implement the Association's strategic priorities;
- Ensure an effective digital and traditional activities are maintained and relevant, and to budget;
- Manage and develop TTE's Cooperative Tourism Advertising Fund (CTAF) ensuring member investment, along with the creative and budgetary aspects in collaboration with Tourism NT;
- Regular contact with the marketing executives of Tourism NT, NT Major Events, other partners and major members to comprehensively understand their campaign activities;
- Continually develop a pipeline of improved marketing programs for the Association and members;
- Develop and manage content strategy delivery for consumer, membership and partner activity;
- Management of owned assets including consumer, corporate and business events websites, image and video asset library and social media channels;
- Manage and develop the Association's corporate brand, communication platforms and content;
- Manage the development and implementation consumer marketing programs conjunction with members, external contractors (including media, event and brand agencies);
- Maintain strong executive relationship with Tourism NT, NT Major Events, NT Business Events, Tourism Australia, corporate partners, major members and other relevant organisations;
- Continually identify and evolve marketing opportunities with partners in sectorial, event, aviation, sporting and third-party partners;

- Develop and manage the consistent communications platforms for the Association's members, corporate partners and stakeholders;
- Support the General Manager in advocacy, public relations and media strategy;
- Facilitate cooperative opportunities for members across owned digital channels;
- Manage marketing, project and event expenditure ensuring accounting requirements are met;
- Ensure all aspects of the partnership service level agreement (SLA) including that acquittals are properly completed including financial analysis;
- Develop and maintain effective consumer and business event local direct marketing initiatives aligned with the Association's strategy;
- Facilitate and participate in relevant member and industry events including strategic panels and member networking events;
- Develop marketing strategies aligned to identified strategic focuses of the Association's to grow membership and corporate partnerships;
- Work closely with the Travel and Visitor Information Centre team improving assets for consumer campaigns and member investment opportunities;
- Work closely with the Partnerships and Industry Development team improving proposals and pitches assets on brand for the Association;
- Market the brand and benefit of Quality Tourism Framework (QTF) to consumers across the NT;
- Market the QTF accreditation and star ratings to and Tourism Enhancement Programs to members and businesses across the NT;
- Manage the Association's Marketing Committee processes;
- Work with the General Manager and the Board in ensuring the marketing and events activities align with the Association's strategy;
- Ensure all reciprocal funding projects and marketing programs are properly acquitted to partners.
- Grow and develop durable relationships with a variety of stakeholders across the marketing and event aspects to achieve mutually beneficial outcomes;
- Manage regional consumer marketing initiatives and projects, support local tourism associations, identify opportunities, event partnerships, implementation and monitoring;
- Develop, maintain and influence collaborative marketing partnerships with members and stakeholders across the Top End;
- Develop and manage the marketing, projects and events strategy and budget of the Association;
- Ensure that members and partners are kept engaged on all marketing and event activities, including insights on trends particularly in tourism;

- Must have a current NT Drivers Licence and be able to drive independently;

Specific Skill Requirements

- Experience leading and managing marketing talent and innovative communication initiatives in tourism or travel;
- Ability to build and maintain strategic relationships at a senior executive level;
- Extensive experience in marketing, events and communication management within tourism with an understanding of the priorities of the private and public sector;
- A proven track record of achieving success through strategic planning, to deliver objectives and achieve set targets;
- Superior stakeholder management skills, including the ability to gain influence and present across all organisational levels;
- Develop a broad active network of marketing contacts within the community, cultural and business sectors;
- Have a strong understanding of tourism distribution for both leisure and business travel markets;
- Manage all partners to ensure benefit fulfillment and renewal outcomes, ensuring strict adherence to agreed marketing and project related SLA's providing intervention if required;
- Develop and maintain appropriate processes, administrative systems and procedural standards.

General Skill Requirements

- You are a team player, creative, driven, enthusiastic with a collaborative and proactive mentality.
- You will believe in our destination, have a passion for tourism and our members;
- You will have the ability to flex above standard operating level to drive revenue and increase membership connectivity;
- Challenge the status quo and be an innovative and creative thinker;
- Ability to work independently and as part of a team managing high pressure situations and competing deadlines;
- You will have strong interpersonal and communication skills (verbal and written) and process a friendly and mature approach to your work and have the proven ability to work collaboratively across government, industry and key stakeholders;
- Communicate effectively and regularly within the senior management team and the Board, including successes and escalations as required;
- Demonstrated time management, prioritisation and attention to detail skills;
- You will be proficient with Microsoft Office Suite, and possess a strong business acumen;

- A strong focus on planning and execution, and be highly organised;
- Experience in a similar role within a tourism business or association (4+ years);
- Commercial acumen and ability to understand the Association's not-for-profit model and its role with current and potential stakeholders;
- Monitor market trends, competitors and current/potential partners;
- Ability to work flexible hours as required;
- Ability to travel Intra-Territory is essential;
- Must have a current NT Drivers Licence and be able to drive independently;

Employer questions

Your application will include the following questions:

- How many years' experience do you have as a marketing manager?
- How many years of people management experience do you have?
- How many years' of corporate communications experience do you have?
- How many years' experience do you have in a marketing role?
- Have you completed a qualification in marketing?



Your Tourism Voice

Marketing Coordinator

Tourism Central Australia

Alice Springs & Central Australia

Marketing & Communications

Marketing Assistants/Coordinators

\$55,000 - \$64,999

Contract/Temp

Posted 4d ago

About the business

Tourism Central Australia (TCA) is the peak regional tourism organisation covering the Central Australia region that encompasses the local government areas of Barkly, Central Desert, MacDonnell, and Alice Springs Town Council.

TCA is one of two official Regional Tourism Organisations (RTOs) in the Northern Territory. TCA is a not-for-profit membership-based organisation. It currently employs a range of skilled staff across the region and is governed by a Board of Management.

TCA is responsible for marketing Central Australia providing member businesses with advice and industry insights and support, operating the Alice Springs and Tennant Creek Visitor Information Centres, and advocating to Government and stakeholders on behalf of our members for pro-tourism policies and developments.

As a business led organisation, we work in partnership with a wide variety of stakeholders including individuals, businesses, and all levels of government, to benefit the visitor economy in the Central Australia.

TCA has a membership of over 300 small, medium, and large sized organisations directly investing in TCA to deliver the work it does to foster growth of the sector and the region.

About the role

Tourism Central Australia is looking for a knowledgeable and enthusiastic marketing professional to join our team in Alice Springs.

Reporting to the Marketing Manager, this role is responsible for the execution of consumer and corporate communications of tourism experiences in the #RedCentreNT. This is achieved through the development and distribution of marketing collateral, advertising publications, media communications, digital marketing activities and social media communications.

A sound knowledge of the region's tourism products and services is essential. We are looking for someone with excellent marketing skills to advance our social media platforms and implement our marketing projects and strategies. Intermediate computer skills are necessary to be successful in this role, which includes knowledgeable skills with Adobe Photoshop and MS Office software.

Please download the job description and selection criteria from <https://www.discovercentralaustralia.com/work-for-tca>

Event Coordinator x 2 - Events South Australia

South Australian Tourism Commission

Adelaide

Government & Defence

Government - State

\$63K - \$67K

Full Time

Posted 3d ago

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Here at the SATC, we love our state and we love what we do. We want to bring visitors to South Australia to build a prosperous economy and share the love with the rest of Australia and the world. We search for undiscovered experiences, remarkable people and immersive products, and we tenaciously seek the best.

We are currently recruiting for two Events Coordinators to work in our Events South Australia team. Please refer to the position descriptions as the duties below will be divided across the two roles.

The Event Coordinators contribute to the successful staging of our owned and managed events by coordinating the arrangements for talent and participants attending Tasting Australia, Bridgestone World Solar Challenge and Santos Tour Down Under, including contracting, travel arrangements and on-event requirements. These roles also manage our volunteers, as well as ensuring event offices for managed events (where required) are equipped and managed.

Responsibilities will be split across the two roles and will include but are not limited to:

- Coordinate all correspondence between event organiser and talent and participants
- Manage, develop and coordinate compulsory documentation
- Coordinate travel and accommodation logistics for talent and participants attending Tasting Australia, Bridgestone World Solar Challenge and Tour Down Under
- Coordinate dining requirements for participants and talent
- Coordinate the major event legislation enactment requirements for the Santos Tour Down Under, Tasting Australia and Bridgestone World Solar Challenge (if required)
- Oversee the bump in, daily running and bump out of event offices for Tasting Australia, Santos Tour Down Under and Bridgestone World Solar Challenge
- Act as the first point of contact for event offices

- Coordinate the catering for staff / volunteers and emergency response centres as required during the event
- Maintain a central volunteer system for Events South Australia
- Coordinate the recruitment of volunteers for the Santos Tour Down Under, Tasting Australia and Bridgestone World Solar Challenge
- Collate and ensure consistency of position descriptions for event volunteers
- Roster volunteers and manage their rosters on event
- Coordinate event credential requirements for the Santos Tour Down Under, Tasting Australia and Bridgestone World Solar Challenge including database management, printing and distribution
- Coordinate the design and delivery of staff and volunteer event uniforms and protective clothing requirements
- Project manage uniform and merchandise contracts including tender documents, service briefs and acquisition plans in conjunction with relevant Event Manager
- Provide the first point of contact for the Santos Tour Down Under events, either in response to personal, telephone or email enquiries from the general public
- Coordinate business-related administration, including records management, data entry and contractors for key stakeholders as required

The roles will be offered as three-year Non-Executive contracts and subject to six (6) months' probation and participation in regular performance reviews.

The South Australian public sector promotes diversity and flexible ways of working, including part-time. Applicants are encouraged to discuss the flexible working arrangements for this role, and candidates with an Aboriginal or Torres Strait Islander background are encouraged to apply.

Position Descriptions can be accessed at <https://tourism.sa.gov.au/about/careers>
Enquiries can be directed to HR on [8463 4513](tel:84634513).

Applications consisting of a resume and a cover letter can be directed to Madeline Burke and Jessica Sherwell at the South Australian Tourism Commission via employment@sa.gov.au

Applications close: 9am 9 June 2021