
Diamantina Shire Council

POSITION DESCRIPTION



SUSTAINABLY DEVELOPING THE OUTBACK

- 1.0 TITLE:** Tourism Manager
- 2.0 AWARD:** Queensland Local Government
(Stream A) Industry Award – State 2017
- 3.0 SECTION:** Administrative, Clerical, Professional, Supervisory and Community Service
- 4.0 CLASSIFICATION:** Level 6
- 5.0 DEPARTMENT:** Community and Economic Development
- 6.0 BRANCH:** Tourism
- 7.0 LOCATION:** Birdsville, occasional work and in-person attendance in Bedourie
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8.0 POSITION OBJECTIVE

To ensure the efficient and effective delivery of all aspects of Council's tourism team, actively working towards the achievement of operational and corporate planning objectives including the initiation, implementation and delivery of all shire tourism strategies as directed by Council.

9.0 REQUIREMENTS OF THE JOB

a) Skills

- Excellent organisation skills and proven ability to deliver corporate objectives in tourism
- Experience in managing tourism activities within budgetary constraints
- Well-developed written and interpersonal communication skills, including formal report writing, negotiation, conflict resolution and consultation
- Highly developed organisational and time management skills
- Ability to work independently and effectively under pressure and meet deadlines and targets
- Resilience, dedication, initiative, flexibility, a broad mature outlook are essential skills for this position
- High levels of analytical and problem solving skills to resolve complex issues
- Demonstrated ability to lead, manage and supervise a work team, motivate and performance manage staff as well as monitor processes and outcomes in a customer service environment
- Ability to work as a team member and contribute to team outcomes
- Good IT skills including word, excel outlook desktop publishing, (and IX preferred)
- Experience of online booking systems
- Website and social media update maintenance experience

b) Knowledge

- Knowledge of tourism functions, visitor service operations and current tourism trends and research
- Knowledge of online CMS
- High level knowledge and understanding and interpreting of applicable local government policies and procedures including the Local Government Act 2009
- Workplace health and safety systems and processes
- Quality Assurance requirements and procedures

c) Experience and/or Qualifications

- Significant previous experience in a similar tourism position (essential)
- Formal qualification in Tourism, Marketing, Communications, Event Planning or similar discipline or working towards tourism qualification
- Experience in event management
- Current Queensland C class drivers licence

10.0 KEY DUTIES / RESPONSIBILITIES

a) Tourism Management

- Develop, maintain and implement procedures within the tourism department ensuring all information systems are efficiently and accurately maintained and appropriate Council policy is adhered to
- Manage the operations of the Council visitor information centres, museums and historical attractions
- Manage the provision of council's support for major local events ensuring the promotion of the shire and events is undertaken effectively
- Manage the provision of community services in accordance with funding agreements and Council objectives
- Complete allocated tasks within budget and provide financial and budget reports in accordance with the annual operational plan to the Executive and Council
- Provide advice, make recommendations and prepare timely reports for consideration to the Chief Executive Officer
- Recommend improvements to systems and processes to management
- Effectively manage staff to achieve council objectives including participation in recruitment, team motivation, performance reviews and disciplinary processes within Council's policies and procedures
- Lead, manage and motivate diverse work teams to work cooperatively in delivering great customer service
- Provide customer service to internal and external customers in a professional, ethical, courteous and efficient manner and financial returns are maximised
- Comply with all Councils policies including but not limited to the, Code of Conduct, Drug and Alcohol policy, Smoking policy and Workplace Bullying and Harassment Policy and Quality Assurance System
- Adopt flexibility during peak seasons to travel intrastate and interstate to attend events, conventions and other Council activities promoted by the department
- Perform other Council work within your capabilities as directed
- Participate as a team member of the Tourism and Economic Development Working Group

b) Workplace Health and Safety

- Undertake the responsibilities relevant to the position as specified in Schedule 1 – WH&S Obligation and Responsibility Statement as amended from time to time

c) Quality Management

- Ensure obligations and responsibilities are met within Council's quality management framework

d) Risk Management

- Comply with Council's Risk Management Policy and Framework
- Positively contributing to Council's risk management culture
- Perform duties in a manner which is within an acceptable level of risk, as determined by Council's Risk Management Framework
- Support the integration of risk management into all aspects of their activities and functions
- Undertake and participate in risk management training as required
- Make risk control and prevention a priority when undertaking tasks
- Ensure that risks are identified, managed and controlled appropriately within role; and
- Monitor and report on risks or risk treatments in accordance with Council's Risk Management Framework

Note: An employee may be directed to carry out such duties as are within the limits of the employee's skill, competence and training. All employees have a legal obligation and are required to observe Council policies and procedures in relation to Code of Conduct, Confidentiality, Anti-Discrimination, Equal Employment Opportunity; Workplace Health & Safety; Employee Welfare; the Environment

11.0 KEY SELECTION CRITERIA

- 1) Demonstrated experience to perform various tourism management activities ensuring compliance, regulations and standards are met within council's objectives
- 2) Demonstrated experience in tourism functions at the local, regional and state level in the delivery of tourism and events in conjunction with local businesses
- 3) Demonstrated experience in the operation of visitor centre operations where high quality customer service is provided
- 4) Demonstrated experience in event management including liaison with event promoters
- 5) High level of experience in computing applications including MS Office (Word, Excel and Outlook) Experience in PCS, use of online CMS and social media
- 6) Experience in leading a tourism team that is motivated and achieving high-level performance from team members
- 7) Proven experience in developing, maintaining and implementing internal policies and procedures
- 8) Excellent verbal, written, interpersonal and negotiation skills with proven ability to effectively communicate and liaise with all levels of internal and external customers
- 9) Demonstrated ability to produce high level correspondence and reports
- 10) Demonstrated initiative and motivation to take on responsibilities and the ability to plan, solve problems and prioritise own workload with minimal supervision
- 11) Ability to operate effectively in a team, contributing positively to team operations and working relationships in a friendly and flexible manner
- 12) Demonstrated commitment to Workplace Health and Safety policies and procedures

Note: As part of any recruitment for this position, Council may require the applicant to undertake a Criminal Records Check, Working with Children Check, Physical fitness/medical test, drug or alcohol test, relevant skill test, personality profile and/or psychometric testing prior to appointment. It is a condition of employment with DSC that all applicants agree to this requirement before appointment. Some positions require incumbent to undergo mandatory immunisation or provide medical documentary evidence of suitable immunisation as the work environment may involve exposure to areas identified as "at risk" work areas.

12.0 PHYSICAL DEMAND CATEGORY

SEDENTARY WORK							
Light Duty	Frequent lifting / carrying of objects weighing up to 5kgs.					<input checked="" type="checkbox"/>	
Work	Frequent lifting / carrying of objects weighing up to 10kgs.					<input type="checkbox"/>	
Heavy Work	Frequent lifting / carrying of objects not exceeding 25kgs					<input type="checkbox"/>	
WORK ENVIRONMENT							
ATTRIBUTE			MANOEUVRE	FREQUENT	OCCASIONAL	NONE	
Chemicals	<input type="checkbox"/> YES	<input type="checkbox"/> NO	Bending	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Cold	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	Squatting	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Dampness	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	Climbing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Fumes/gases	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	Twisting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Heat / Humidity	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	Reaching	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Heights	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	PLANT OPERATION				
Noises	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	Maximum seat rating of 120kgs				
SPECIFIC ACTIONS REQUIRED				AUDIO – VISUAL DEMANDS		REPETITIVE MOTIONS	
This job may include:							
Standing/Walking	Sitting	Driving		Hearing	<input type="checkbox"/>	Foot Movement	<input type="checkbox"/>
<input type="checkbox"/> None	<input type="checkbox"/> None	<input type="checkbox"/> None		Depth Perception	<input type="checkbox"/>	Fine Manipulation	<input type="checkbox"/>
<input type="checkbox"/> Occasional	<input checked="" type="checkbox"/> Occasional	<input type="checkbox"/> Occasional		Colour Discrimination	<input type="checkbox"/>	Pushing/Pulling	<input type="checkbox"/>
<input type="checkbox"/> 1-4 hrs	<input type="checkbox"/> 1-4 hrs	<input type="checkbox"/> 1-4 hrs		Peripheral Vision	<input type="checkbox"/>	Finger Dexterity	<input type="checkbox"/>
<input checked="" type="checkbox"/> 4-6 hrs	<input type="checkbox"/> 4-6 hrs	<input checked="" type="checkbox"/> 4-6 hrs				Simple Grasping	<input type="checkbox"/>
<input type="checkbox"/> 6-8 hrs	<input type="checkbox"/> 6-8 hrs	<input type="checkbox"/> 6-8 hrs					

13.0 PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Current Qualification/s	Potential Pathway Progression	Pathway Professional Development
Formal qualifications in relevant discipline in tourism or event management or similar required for this role Supervisory (people management) training and qualifications	<ul style="list-style-type: none">▪ Event Management▪ Other management roles in Council▪ Longer term: potential to progress to director level with a formal professional development plan, personal development and coaching (council budgetary considerations)	Further and significant study in leadership, economic development, project management and finance

ORGANISATIONAL RELATIONSHIPS / ACCOUNTABILITY

Reports to: Director of Community and Economic Development

Internal Liaisons: DCED, tourism officers, finance team, Events & Recreation Coordinator, Communication Officer, other managers, caravan park & lodge, Executive Assistant, WHS

Oversees: Tourism Officers

External Liaisons: State and Local Government authorities as appropriate, suppliers and contractors, Councillors, Regional Tourism Organisation (RTO), community members/groups, and members of the general public.

14.0 EXTENT OF AUTHORITY

As per Council's Delegation Register

15.0 APPROVALS

Approved by:

Director of Community and Economic Development

Signed: _____

Date:

I, _____, have read and understood this Position Description – **Tourism Manager** and accept the objectives and responsibilities of this position.

Signed: _____

Date: ____/____/____

Print name: _____