
Diamantina Shire Council

POSITION DESCRIPTION



SUSTAINABLY DEVELOPING THE OUTBACK

1.0 TITLE:	Tourism Manager
2.0 AWARD:	Queensland Local Government Industry (Stream A) Award - State 2017
3.0 SECTION:	Administration
4.0 CLASSIFICATION:	Level 7
5.0 DEPARTMENT:	Community Sustainability
6.0 BRANCH:	Tourism
7.0 LOCATION:	Birdsville

8.0 POSITION SUMMARY:

To ensure the efficient and effective delivery of all aspects of Council's Tourism function. The role will actively work towards the achievement of operational and corporate planning objectives, while monitoring and responding to daily operational demands. The role is responsible for the initiation, implementation and delivery of all Shire tourism strategies including (but not limited to) all marketing and communications materials, visitor centre operations and the planning and delivery of events in the shire.

9.0 COUNCIL'S VALUES

Innovation and Continuous Improvement: Council and staff seek to overcome challenges and take advantage of opportunities through a commitment to innovation. Through innovative thinking and constant review of our practices and approach, we are continually improving our performance and service delivery.

Teamwork: We recognise the importance of maintaining a creative and responsive work environment in which the community, councillors, management, and staff work constructively together in a spirit of teamwork, trust, and loyalty.

Quality: Council is committed to ensuring quality output by providing the organisation with resources that facilitate excellence in performance, commitment, and service delivery.

Accountability: Council has a responsibility to the residents and ratepayers of the Shire to be inclusive and responsive to their views and needs and to communicate effectively.

10.0 INCENTIVES

- 20% above award
 - Locality allowance up to \$296.10 per fortnight
 - Bonus scheme and Christmas party
 - Subsidised rent – current maximum \$150 per week for 3 bedroom furnished house
 - Free / unlimited water supply
 - Solar power on most housing
 - One extra week annual leave per annum
 - Support for boarding school / distance education fees.
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11.0 REQUIREMENTS OF THE POSITION

a) Skills

- Well-developed written and interpersonal communication skills, including high quality 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.
- The ability to interpret legislation and make judgements on its application.
- Resilience, dedication, initiative, flexibility and a broad mature outlook.
- High levels of analytical and problem-solving skills to resolve complex issues.
- Demonstrated ability to lead, manage and supervise a work team, motivate staff and monitor processes and outcomes in a customer service environment.

b) Knowledge

- A high level of understanding of local government policies, procedures and information systems.
- Knowledge of tourism functions, visitor service operations, marketing and current tourism trends and research.
- Demonstrated computer literacy including Microsoft Word, Excel, Outlook, SynergySoft and desktop publishing software.
- Sound knowledge of web sites (online CMS) and social media (desirable).
- Principles of risk management, quality customer service and sound business ethics.

c) Experience and/or Qualifications

- Significant previous experience in a similar position (essential).
- Formal qualification in the area of Tourism, Marketing, Communications, Event Planning or similar (preferred).
- Experience in major event management, development or promotion (essential).
- Current Queensland 'C' Class Manual Drivers Licence (essential).

12.0 KEY DUTIES / RESPONSIBILITIES

a) Operational

- Ensure procedures and policies are implemented and maintained within the positions area of influence.
- Manage the operations of the Visitor Information Centres in Birdsville and Bedourie including development and implementation of relevant policies and procedures to ensure a high standard of customer service is provided.
- Manage the operation of Council's Museums and historical attractions including the Birdsville Courthouse Museum and the Kidman Mud Hut, to ensure the cultural and historical value is protected and enhanced, a high standard of customer service is provided and financial returns are maximised.
- Ensure all tourism information systems are efficiently and accurately maintained and appropriate Council policy is adhered to.
- Ensure the promotion of the shire and events is undertaken effectively.
- Oversee the provision of council's support for the Birdsville Races and other significant events.
- Provide financial and budget reports to the Executive and Council as required.
- Assist in the preparation of an informative, compliant annual report which showcases Council's achievements.
- Lead, manage and supervise the tourism team, provide motivation and monitor processes and outcomes.
- Provide advice, make recommendations and prepare timely reports for consideration to the Director Communities.
- Complete allocated tasks within budget in accordance with the directives.
- Provide excellent customer service to all customers and within Council and at times act in a hands-on role.
- Recommend improvements to systems and processes to management.

- Comply with all Council policies and procedures.

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 and Safety; Employee Welfare; the Environment and Service Delivery Standards. Employees must also fulfil all recordkeeping responsibilities in accordance with relevant Information Standards and associated guidelines.

b) General

- Contribute to budget planning, allocation, and monitoring to ensure efficient resource utilization.
- Collaborate on marketing and promotion efforts, contributing to the enhancement of the region's image.
- Engage with various stakeholders, such as government agencies, local organisations, to foster positive relationships and achieve shared goals.

c) Workplace Health and Safety

- Ensure the safety and wellbeing of visitors and team members by adhering to all relevant health and safety regulations and implementing necessary precautions.
- Apply Council policies and procedures in everyday work activities to assist Council in ensuring a safe work environment.
- To meet the standards imposed by any relevant safety legislation as required by Queensland's *Work Health and Safety Act 2011*.

d) Quality Management

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

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.

13.0 SELECTION CRITERIA

- Formal qualifications and/or experience in Tourism, Marketing, Communications, Event Planning or a similar discipline.
- Demonstrated knowledge of the role of Local Government in the delivery of tourism and events in conjunction with local businesses.
- Demonstrated experience in event management including liaison with event promoters.
- Demonstrated experience in tourism functions at the local, regional and state level.
- Demonstrated experience in the management and operation of visitor centre operations where high-quality customer service is provided.
- High level of skill in computing applications including Microsoft Office (Word, Excel and Outlook). Experience in SynergySoft, use of online CMS and social media experience will be highly regarded.
- Well-developed communication skills both oral and written including the preparation of reports to management.
- Experience in leading a tourism team that is motivated and achieving high-level performance from team members in separate towns.
- Demonstrated commitment to Occupational Health and Safety (OH&S) and ability to implement and monitor OH&S procedures.
- Possess and maintain a current Queensland Manual Driver's License.

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.

14.0 ORGANISATIONAL RELATIONSHIPS / ACCOUNTABILITY

Reports to: Director Communities

Internal Liaisons: All Council Departments

External Liaisons: State and Local Government authorities as appropriate, suppliers and contractors, Councillors, community members/groups, and members of the public.

15.0 EXTENT OF AUTHORITY

As per Council's Delegation Register

16.0 APPROVAL

Approved by: Patrice Brandenburg
Position: Director Communities

Signed: *patrice brandenburg-wallace* Date: 01 / 04 / 2025

17.0 DECLARATION BY EMPLOYEE

- 1) I have read and understood this Position Description and accept the objectives and responsibilities of this position.
- 2) I declare that I am physically capable of undertaking the duties as outlined in this position description.

Signed: Date: / /

Print name:
