

## TOWNSVILLE ENTERPRISE LIMITED POSITION DESCRIPTION

<b>Position:</b>	Tourism Development Executive
<b>Team:</b>	Visitor Economy & Marketing
<b>Reports to:</b>	Director – Visitor Economy & Marketing
<b>Direct reports:</b>	Tourism Volunteers (40 on average) Tourism Officers (x2)
<b>Purpose:</b>	To Secure the Future of Townsville North Queensland
<b>Strategic Pillars:</b>	Politically Powerful, Economic Leadership, Proud and Engaged Membership, Capable and Accountable.

### Position Overview:

The Tourism Development Executive plays a key role in working with industry to increase the range of products, experiences and itineraries that will attract visitors Townsville North Queensland and encourage them to stay longer. This role will support tourism operators in becoming internationally trade ready and work towards increasing and better leveraging our region's portfolio of educational tourism programs, cruise ships and distribution trade partners.

The Tourism Development Executive is also responsible for the effective operation of the Townsville Visitor Information Centre including the recruitment, coordination and training of Volunteers, the operational coordination of visitor welcomes, day to day supervision of casual tourism officers and management of the tourism booking system.

### Primary Duties and Responsibilities:

Refer Attachment A.

### Organisational Values:

<b>Excellence:</b>	We accept nothing less than quality in everything we do.
<b>Partnerships:</b>	We work together, inspire each other and use external membership relationships to achieve strategic priorities.
<b>Non-Partisan:</b>	We strive for what is best for the region – independent of politics. Be transparent and informative. Data-led Advocacy. Treat everyone equally and respectfully.
<b>Creative:</b>	Be innovative and imaginative in creating an exciting and vibrant future.

*The Townsville Enterprise team connects strongly with these values and demonstrates them in all aspects of their roles.*

### Essential Capability Criteria:

- Knowledge of the Townsville North Queensland region, its attractions, and tourism-based activities.
- Sound understanding of current and emerging trends within domestic and international Visitor growth and attraction trends.
- Knowledge of, or experience in working with tourism trade partners
- Business development and sales lead management

- Experience in managing and coordinating groups of people on a day-to-day basis, including allocating tasks and duties and training.
- Experience in risk analysis and budget control
- Well-developed conflict resolution skills.
- Well-developed interpersonal skills, strong written and oral communication techniques including an excellent telephone manner and personable demeanour.
- Demonstrated problem solving techniques including the ability to listen effectively and show empathy and understanding.
- Demonstrated planning, multi-tasking and organisational skills which can be used effectively in a constantly changing environment and still allow deadlines to be met.
- Ability to prioritise workload, work additional hours and travel when required.

**Qualifications - Essential:**

- Degree or Diploma in Tourism, Business Management or similar,
- A minimum of (2) years' previous experience in coordinating groups of people or co-ordination of an office based environment.

**Qualifications - Desirable:**

- Tertiary Qualifications, ideally in Tourism, Business Management or Marketing.
- Previous experience in managing a Volunteer or membership program
- Previous experience in sales, promotions and/or administration.
- Previous experience in tourism booking systems and sales
- Work experience in a Tourism/Development organisation.

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All applicants must be willing to work flexible hours and to participate in work-related travel where required.

Townsville Enterprise Limited promotes an environment where professional development and learning is encouraged with each staff member expected to take an active role in driving his/her personal development in tandem with the formal review and development process.

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**Attachment A: Table of Duties and Responsibilities**

Strategic Pillar & Organisational Goals	Key objectives	Measures of success
<b>Economic Leadership</b>  <i>Work with regional stakeholders to deliver a shared economic Development Agenda focused on enabling infrastructure, increasing visitation and investment attraction whilst providing economic information, credible research and insight on Townsville North Queensland</i>	<ul style="list-style-type: none"> <li>• Delivery of the actions identified in the region's Destination Management Plan</li> <li>• The Visitor Information Centres are operating effectively and efficiently and are appropriately resourced.</li> <li>• Management of an integrated tourism booking system, including onboarding.</li> <li>• Management of reservations and operator payments.</li> <li>• Liaise with Drive Market and Cruise stakeholders to promote visitation to the region.</li> <li>• Manage the operational coordination of Welcome activations</li> <li>• Support the Director – Visitor Economy &amp; Marketing in implementing a trade partnership strategy for the destination.</li> <li>• Facilitate and manage trade and stakeholder famil tours.</li> <li>• Develop and maintain a suite of itineraries for marketing campaign and promotions.</li> <li>• Coordinate and maintain Key trade related materials including the Trade Portal.</li> <li>• Work with tourism operators and Director – Visitor Economy &amp; Marketing to increase trade ready and packageable product within the region.</li> <li>• Management of Volunteer Program including training, events and recruitment.</li> <li>• Management of special projects and capacity building programs for operators.</li> <li>• Promotion of the destination at key trade and consumer shows</li> <li>• Trade show and sales mission coordination, management and follow-up</li> <li>• Providing industry training and support to increase ATDW participation, increase trade readiness, and increase Best of Queensland Operators.</li> </ul>	<ul style="list-style-type: none"> <li>• Assessment and evaluation of plan against set objectives and timeframes; assessment of proactive processes and innovation used in execution</li> <li>• Membership and stakeholder engagement throughout projects and activities</li> <li>• Increase operators listed through booking systems</li> <li>• Maintain volunteer and visitor satisfaction through the VICs</li> <li>• Implement and grow sales/bookings through the VICs</li> <li>• Surveys; assessment and inspections of VICs; feedback; Volunteer inductions; Volunteer rostering; appropriate communication.</li> <li>• Revenue raised from commission through bookings sales; operator engagement and upload as bookable products.</li> <li>• Increase destination participation and outcomes in trade partnerships.</li> <li>• Increase in Best of Queensland, ATDW and trade ready product.</li> </ul>

Strategic Pillar & Organisational Goals	Key objectives	Measures of success
<b>Proud and Engaged Membership</b>  <i>Ensure Members and Partners are engaged, well informed and proud ambassadors for the region and the organisation</i>	<ul style="list-style-type: none"> <li>• Develop and maintain networks within the tourism industry</li> <li>• Actively network at industry events and familiarisations, and follow through leads to maximise outcomes</li> <li>• Develop and maintain a good working relationship with tourism and event members and stakeholders</li> <li>• Actively seek new members in line with membership procedures and support existing members through active industry engagement</li> <li>• Demonstrate effective problem-solving skills with a strong consumer service ethic and positive attitude both internally and externally</li> <li>• Volunteers receive regular communication and are adequately trained.</li> </ul>	<ul style="list-style-type: none"> <li>• Measured against set annual membership attraction KPIs</li> </ul>
<b>Capable and Accountable</b>  <i>Financially sustainable with a team of high performers that can leverage the passion and capabilities of all Stakeholders to achieve regional growth</i>	<ul style="list-style-type: none"> <li>• The Visitor Information Centres are operating effectively and efficiently and are appropriately resourced.</li> <li>• Deliver professional and accurate reports for both internal requirements and external stakeholders</li> <li>• Ensure adequate assessment and measures are in place to effectively gauge performance of all marketing campaigns</li> <li>• Provide information for the preparation of monthly reports for the CEO and the Board detailing marketing activity and outcomes and other reports as required.</li> <li>• Ensure activities are performed on time and at a high standard and the Director – Visitor Economy &amp; Marketing is advised of potential delays, changes or issues</li> <li>• Provide input into organisational plans, policies and procedures as required</li> <li>• Work in conjunction with the tourism and events team to prepare, implement and monitor Grant Applications to ensure opportunities are maximised</li> <li>• Be familiar with, or be in a position to acquire knowledge of, all Workplace Health and Safety regulations and policies of the organisation and its teams and observe these in day-to-day business operations</li> <li>• Demonstration of leadership, professionalism, a team orientated and outcome focused work ethic through maintaining acceptable levels of corporate dress standard; using effective and appropriate communication; consideration of fellow staff; a constant focus on benefits for our members and the region and seeking of new memberships and sponsorships.</li> <li>• Ensure booking systems are working effectively for operators and users.</li> </ul>	<ul style="list-style-type: none"> <li>• Assessment and inspections of VICs</li> <li>• Volunteer and Visitor Feedback</li> <li>• Preparation and implementation of Volunteer training plan</li> <li>• Implementation of Volunteer communication methods; Volunteer rostering</li> </ul>