



LATROBE VALLEY TOURISM AND EVENTS MANAGER

POSITION DESCRIPTION Latrobe Valley Tourism and Events Manager

SALARY \$90,000 plus superannuation and travel reimbursements

EMPLOYMENT STATUS Full time – Fixed Term contract 2 Years

LOCATION Latrobe Valley area (Morwell)

POSITION OVERVIEW AND OBJECTIVES

The Latrobe Valley in Gippsland is defined by the municipalities of Baw Baw, Latrobe City and Wellington Shire Council. It has a new vision to build a vibrant visitor economy that delivers a full calendar of events and conferences supported by quality visitor experiences.

The primary objective of the role is to build and manage an outstanding annual events program for the Latrobe Valley that helps drive increased visitation and tourism outcomes, the profile and exposure of the Latrobe Valley and improve the social, cultural and economic position of the region.

The role will provide leadership and strategic management with local industry and the three local government authorities of the Latrobe Valley. The role will be responsible to deliver a significant impact on visitation and yield through creative event management, marketing and complementary tourism and visitor activity and services. It will facilitate the acquisition of new events and leverage existing events to drive visitation and engage local businesses, visitors and locals.

DESTINATION GIPPSLAND

Our role is to inspire, influence, and lead positive tourism outcomes through partnerships across Gippsland. We are a not-for-profit public company limited by guarantee established in 2008 by Tourism Victoria, Parks Victoria and the six councils of the Gippsland Local Government Network (Bass Coast, Baw Baw, South Gippsland, Latrobe City, Wellington, and East Gippsland Shire Councils). The three strategic priorities of Destination Gippsland are Marketing; Industry Development; and Investment. We are a member of the Victorian Tourism Awards Hall of Fame and have won the Australian Tourism Award for Marketing.

This role will be managed by Destination Gippsland with the funding and organisational support of the Latrobe Valley Authority (www.lva.vic.gov.au).

KEY RESPONSIBILITIES AND DUTIES

1. Oversee the development and implementation of a Latrobe Valley Tourism and Events Strategy
2. Provide strategic advice, proactive collaboration and advocacy for the Latrobe Valley Major Events Group, Latrobe Valley Visitor Economy Reference Group (proposed) and Destination Gippsland.
3. Identify, explore and access support and advocacy outcomes (including funding and policy) that assists the delivery of Latrobe Valley Tourism and Events activities.
4. Attract and maintain new major events to the Latrobe Valley that will grow the visitor economy.
5. Utilise an effective network to assist existing businesses, events and activities to build capacity and capability which in turn will harness the benefit and potential of visitor economy activities within the Latrobe Valley.
6. Develop events marketing and communication for local and external visitors in partnership with owners of nominated Latrobe Valley major events, Destination Gippsland and Visit Victoria.
7. Co-ordinate visitor servicing information and industry development activities and events for local businesses and community groups.
8. Use Destination Gippsland's processes to complete all required corporate reporting and budget control.

ORGANISATIONAL RELATIONSHIP

Reports to: CEO Destination Gippsland

Supervises: Tourism and Events Officer (new role to be appointed)

Hours: This is a full-time role that will include some weekend and evening work

External Relationships:

This role will work closely with each of the three Local Governments in the Latrobe Valley (Baw Baw Shire, Latrobe City and Wellington Shire Councils). The person will also work with a range of stakeholders including the Latrobe Valley Authority, Regional Development Victoria, Sport and Recreation Victoria, Visit Victoria, local businesses, tourism and business associations, Mt Baw Baw Alpine Resort and event proponents.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

- Manage standards, budgets and timeframes are achieved
- Provide specialist advice to others internally and externally on tourism and events
- Develop policy as it relates to tourism and events Achieve objectives, goals and budgets and report as required regarding progress towards these
- Manage liaison with external environment in the broader stakeholder framework
- Ensure compliance with all code of conduct and policies, regulations and legislation in relation to area of responsibility

JUDGEMENT AND DECISION MAKING

- Solve diverse problems and make decisions based on the application of organisational and team strategies and systems
- Apply specialist knowledge and techniques to new situations
- Use initiative based on experience and knowledge in determining suitable action
- Seek guidance from the CEO if and when required

SPECIALIST SKILLS AND KNOWLEDGE

Management

- Understanding of financial management, the organisations long term goals and the legal and political context in which the organisation operates.
- Ability to plan and organise own and others work, to achieve specific and set objectives in the most efficient way, within the broad organisational framework.
- Ability to develop innovative strategies and solutions to new problems and opportunities that arise in relation to business development and tourism
- Ability to achieve goals and objectives taking into account organisational and external constraints and opportunities
- Strong project management skills

Interpersonal

- Able to complete specialist reports and external correspondence
- Excellent communication skills
- Ensure confidentiality and privacy practices are applied
- Able to liaise with other employees to resolve intra-organisational issues
- Negotiate and consult with public and facilitate consultative processes amongst a wide range of stakeholders and the general community
- Capacity to analyse and deal with sensitive issues
- Able to motivate, develop others and train in specialist process and procedures

Specialist

- Tertiary qualifications in a relevant discipline including tourism, events, project management, marketing or a related discipline (highly desirable)
- Proven high level experience (5 years plus) in an events or tourism development role preferably within a government environment
- High-level skills in social media tools for tourism and events marketing
- Well-developed understanding of the factors that contribute to sustainable economic development and tourism in rural and regional areas
- Sound knowledge of the role of Local Government in Victoria in relation to the promotion of tourism and events in local communities
- Experience in the development and facilitation of networks amongst businesses and community groups
- Experience in public speaking and presentations

APPLICATIONS

Applications should be in writing and address the specialist skills and knowledge required for the role. Please include a resume with at least two referees and email it to Helen Rose at helen@destinationgippsland.com.au by **9am May 28th 2018**.

If you have any enquiries regarding the role, please contact Terry Robinson CEO Destination Gippsland on trobinson@destinationgippsland.com.au or 0428 595 634