

LATROBE VALLEY TOURISM AND EVENTS OFFICER

POSITION DESCRIPTION Latrobe Valley Tourism and Events Officer

SALARY \$70,000 plus superannuation and travel reimbursements

EMPLOYMENT STATUS Full time – Fixed Term contract 2 Years

LOCATION Latrobe Valley area (based in 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 be part of a small team 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 work collaboratively with local industry and the three local government areas and their tourism and event management teams. The role will assist in the co-ordination of existing and new events across the region. The position will work with government agencies 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 events opportunities that 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). We were the first Regional Tourism Board created as part of Tourism Victoria's Regional Tourism Action Plan (2008). 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. Support the delivery of Tourism and Events actions in the Latrobe Valley Tourism and Events Strategy.
2. Provide advice, proactive collaboration and advocacy for the Latrobe Valley Major Events Group, Latrobe Valley Visitor Economy Reference Group (proposed) and Destination Gippsland.
3. Support opportunities that identify, explore and access funding (private and public) avenues that support the delivery of Tourism and Events activities.
4. Help the team 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 harness the benefit and potential of visitor economy activities within the Latrobe Valley.
6. Deliver marketing, communication and event partnership activity for nominated existing and new Latrobe Valley major events as well as providing assistance with visitor servicing and the coordination of industry development activities and events for local businesses and community groups.
7. Use Destination Gippsland's processes to assist the completion of all required corporate reporting and budget control.

ORGANISATIONAL RELATIONSHIP

Reports to: Latrobe Valley Tourism and Events Manager

Supervises: Nil

Hours: This is a full-time role that will require 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
- Support the development of policy as it relates to tourism and events
- Help the team achieve objectives, goals and budgets and report as required regarding progress towards these
- Liaise with external environment in the broader stakeholder framework
- Assist with the 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 Manager if and when required.

SPECIALIST SKILLS AND KNOWLEDGE

Interpersonal

- Able to complete specialist reports and external correspondence
- Excellent communication skills
- Ensure confidentiality and privacy practices are applied
- Able to liaise with other stakeholders to resolve 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

Specialist

- Tertiary qualifications in a relevant discipline including tourism, events, project management, marketing or a related discipline (highly desirable)
- Proven experience (3 years plus) in an events, marketing or tourism development role
- High-level skills in social media tools for tourism and events marketing
- Well-developed marketing skills preferably in an events or tourism environment
- Knowledge of the role of Local Government in Victoria in relation to the promotion of tourism and tourism events in local communities
- Experience in the development and facilitation of networks amongst businesses and community groups
- Experience in public speaking and presentations
- Well developed office and administrative skills including database management, managing the production of marketing materials and preparing written reports

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.