

POSITION DESCRIPTION

REGIONAL DEVELOPMENT AUSTRALIA FAR NORTH



Job Title	Tourism Development Manager	Location	Port Augusta	Salary	Package to be negotiated with successful applicant
Start Date	TBA	Term of Tenure	2 years from start date	Governance	RDA Far North Board

PRIMARY PURPOSE OF THE POSITION

The Tourism Development Manager will provide support for regional tourism businesses and assist in promotion of the Flinders Ranges and Outback SA regions. This includes assisting with the provision of information and communication services by providing a focus point for effective communication to and from the regions and to collate regional market research information. The position will form vital and strong working relationships with key tourism stakeholders.

KEY RESULTS AREAS

- Develop strong working relationships with key tourism stakeholders across the Far North region
- Drive relevant projects/initiatives/focus areas from RDA Far North's suite of Economic Growth and Investment Strategies and other relevant Tourism Plans.
 - Providing relevant information to prospective tourism developments and assistance in the preparation of development proposals or grant/funding applications.
 - Work effectively with RDA Far North's Business Development Manager in assisting businesses across the Far North region; this includes undertaking regular travel within the region to meet with clients face-to-face in their place of business.
- Provide a focus point for effective communication to and from the region providing relevant information to funding partners, other stakeholders and tourism operators;
 - Maintain communications with regional tourism operators via regular e-news, eblasts (newsletters), presentations at relevant forums and observer membership of relevant committees/groups/boards.
 - Maintaining up to date knowledge of tourism market research, industry trends and performance by collaborating with relevant tourism relations industry bodies.
 - Ensure regional tourism operators are kept informed of opportunities and developments in tourism, i.e. grants, strategies, reports, marketing campaigns.
 - Communicate key RDA Far North, SATC and RTO tourism related initiatives to local councils.
 - Promote the economic value of tourism to councils and other stakeholders in the Far North region through the dissemination of relevant data and reports.
- A contact point for SATC;
 - Assist in the coordination of trade and media familiarisations, media releases and enquiries, regional photo-shoots, regional workshops, SATC regional functions including the provision of contact details of invitees and encourage regional operator attendance.
 - Leverage the activities of the South Australian Tourism Commission in marketing, infrastructure and product development, media familiarisations and online activities.
 - Liaising with the South Australian Tourism Commission during the implementation of relevant regional plans.
 - Providing and coordinating regional input into the SATC's regional events and festivals program and assessment of applications.
- Providing and communicating opportunities, in partnership with the South Australian Tourism Industry Council and relevant stakeholders to improve tourism operator skills and service standards.
- Where appropriate and practical coordination of regional personnel for representation at selected caravan and camping shows.

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KEY RELATIONSHIPS

REPORTS TO:	RDA Far North Chief Executive Officer
SUPERVISES:	Nil
INTERNAL LIAISONS:	All Staff
EXTERNAL LIAISONS:	Works closely with regional Local Councils, The Flinders Ranges and Outback Tourism Board; local industry, businesses and business associations, community groups and other Regional Development Australia Associations.

SELECTION CRITERIA

Applicants must address the following criteria in their application for the position

GENERAL COMPETENCIES

- Experience in working with business and communities.
- Ability to communicate and effectively interpret the needs of business, industry, government agencies, local government, media and community groups.
- Ability to manage financial resources and to achieve stated objectives.
- Demonstrated capacity to plan, develop, implement and evaluate economic strategies.
- Knowledge of economic development/community development issues affecting rural and remote South Australia, especially in the tourism industry.
- Knowledge of economic development programs sponsored by Federal and State Government agencies.
- Knowledge of the Far North of South Australia.
- Broad understanding or operational experience in small business, local government and regional economic development.
- Broadly based knowledge of small business principles, management functions and financial structures.
- Computer literacy is essential.

FUNCTIONAL COMPETENCIES

- A results focus, based on clarity in objective setting, which facilitates monitoring and control in pursuit of set targets.
- Financial and Project management experience and skills
- Strong business acumen and experience, with a capacity to identify and develop business and tourism opportunities.
- Experience in developing submissions to funding bodies.
- Experience working in a regional areas and with regional communities.
- Experience in promotional activities.
- Advanced communication skills, with proven ability in the areas of report preparation, submission writing, oral presentations and meeting procedures.
- Extensive report writing experience and skills that facilitate the production of reports which are informative, reflect canvassed opinions and have clear recommendations.

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PERSONAL COMPETENCIES

- Initiative, creativity and commitment.
- Demonstrated ability to establish strong working relationships with key stakeholders.
- Ability to handle difficult or stressful situations.
- Ability to make independent judgements and to exercise discretion on issues.
- Demonstrated excellent time management skills, with stamina and adaptability to maintain work output in times of pressure.
- Demonstrated ability to work productively in a team in a multi-discipline field with minimal supervision, to serve as a role model to other staff, positively influencing their conduct and performance.
- A high level of interpersonal skills in public relations, problem solving, negotiation and networking.

Qualifications	A tertiary qualification in a relevant discipline or equivalent experience is highly desirable.
Other expertise required	<ul style="list-style-type: none">• Understanding of Work, Health and Safety including employer and employee responsibilities.• Understanding of Regional Development Australia Committees as a not for profit organisation managed by a volunteer Board.
Special Conditions	<ul style="list-style-type: none">• Out of business hours work.• Extensive travel within the Region and intrastate incorporating overnight and longer stays.• Have current drivers licence• Preference for successful candidate to reside in the Far North region, or near vicinity.