

# Position Statement



<b>POSITION TITLE</b>	<b>Tourism and Events Marketing Officer</b>
<b>POSITION NUMBER</b>	<b>81147</b>
<b>REPORTS TO</b>	Cultural Engagement, Marketing and Tourism Coordinator
<b>CLUSTER</b>	Service Delivery
<b>DEPARTMENT</b>	Arts, Culture and Tourism (ACT)
<b>TEAM</b>	Cultural Marketing, Engagement and Tourism Group
<b>PAY BAND</b>	F – Indoor - 35 hours per week
<b>AWARD BAND AND LEVEL</b>	Award Band 3, Level 1
<b>EFFECTIVE DATE</b>	October 2021

## ROLE PURPOSE

The Tourism and Events Marketing Officer is responsible for implementing tourism and event marketing for the city and takes a proactive role in promotional and public relations programs for Lake Macquarie Tourism and the Events and Festivals teams.

This position will drive all marketing, brand, PR and online collaboration activities across internal teams and external tourism networks to ensure excellence in delivery and experience. This role will actively engage in liaising with the Lake Macquarie Tourism Partnership Program, local tourism operators, State Government (Destination NSW) and regional Tourism organisations.

Roles may evolve and change over time, in line with the changing strategic and operational requirements of the organisation to deliver quality services to our community.

## CORE ACCOUNTABILITIES

1. Develop and implement tourism and event marketing plans and project reports
2. Research, analyse and prepare targeted tourism and events marketing promotions and public relation's material
3. Coordinate the bookings and placement advertising across a number of platforms
4. Prepare, attend and coordinate consumer and trade shows
5. Effectively recruit new members to the Tourism Partnership Program
6. Prepare submissions for grant approval and funding for identified tourism programs
7. Negotiate with Government agencies, business partners and operators to source tourism marketing dollars for the city

The incumbent is required to undertake other duties, projects or tasks as directed, which are within his/her skills, competence and training, and undertake job-specific training and development. Consultation will occur as part of this process.

This position:

- May operate across departmental service delivery, Monday through to Sunday; 8.00am to 9.00pm.
- Is located across the ACT facilities and/or Administration Building with occasional visits to external sites/depots.

# Position Statement



- Prior to an offer of employment being made, recommended candidates may be subject to a medical assessment prior to commencement.

## ESSENTIAL CRITERIA

1. Degree in Marketing, Communications or Commerce with demonstrated professional experience in a marketing position
2. Demonstrated experience in implementing tourism and events marketing and promotional plans
3. Extensive demonstrated ability to undertake both online/social media and traditional marketing activities

## DESIRABLE CRITERIA

1. High level of communication and interpersonal skills
2. Digital experience, social media marketing, SEO and graphics
3. Demonstrated experience in preparing and implementing strategic marketing and promotional plans to generate results and meet organisational objectives
4. Experience in sourcing, funding and management of Government Programs

## CONDITIONS OF SERVICE

Our values: *shaping our future, leading at all levels, and working together*, reflect the culture of our organisation. They are the 'glue' that brings us all together in achieving our Council and community goals. Employees are expected to support, and feel supported by, our shared values.

Council's Capability Framework applies to all positions, and sets out the behaviours we expect from our people. The Capability Profile for this position is: Team Member The details of each profile are available on Council's intranet.

The incumbent is required to comply with Council's Code of Conduct, policies and procedures, and other conditions of service outlined in the letter of offer.