

Outcome Statement

REGIONAL DEVELOPMENT AUSTRALIA FAR NORTH SA



Role Title	Tourism Development Manager	Location	Based in Port Augusta covering Far North region	Salary	Package to be negotiated with successful applicant
Start Date	September 2022	Term of Tenure	1 year contract – potential extension – pending funding	Governance	Not-for-profit Committee

FOCUS

The Tourism Development Manager will provide support for regional tourism businesses in facilitating tourism destination development and marketing outcomes across 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

- Drive relevant projects/initiatives/focus areas from RDA Far North's suite of Economic Growth and Investment Strategies and other relevant Plans.
- Work with regional industry groups and tourism businesses to grow the tourism economy in the region.
- Work closely with RDA Far Norths Business Development Manager and Economic Development Managers in leveraging opportunities across multiple industries relevant to the tourism sector.
- Provide a focus point for effective communication to and from the region providing relevant information to funding partners, other stakeholders and tourism operators.
- 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.
- Providing and communicating opportunities, in partnership with the South Australian Tourism Industry Council and relevant stakeholders to improve tourism operator skills and service standards.

COMPETENCIES

- Demonstrated ability to work productively with a team in multi-discipline fields with minimal supervision, utilising initiative, and creativity with a commitment to serve as a role model to other staff, positively influencing their conduct and performance.
- Demonstrated ability to establish strong working relationships with key stakeholders with a high level of interpersonal skills in public relations, problem solving, negotiation and networking.
- Experience in the tourism industry or within a marketing/product development role with experience in designing and implementing promotional plans including skills across both online/social media and traditional marketing activities.
- Broad understanding or operational experience in small business, with knowledge of small business principles, management functions and financial structures.
- Advanced communication skills, with proven ability in the areas of funding application development, report preparation and submission writing which facilitates the production of documents which are informative, reflect their purpose and have clear recommendations.
- Excellent time management skills, with stamina and adaptability to maintain work output in times of pressure handling difficult or stressful situations with sound independent judgements exercising discretion whilst managing multiple projects and meeting all budget and reporting deadlines.

SPECIAL CONDITIONS

- 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 committee.
- Out of business hours work with extensive travel within the region requiring a current full driver's license.
- Preference for successful candidate to reside in the Far North region, or near vicinity.

KEY RELATIONSHIPS

REPORTS TO: RDA Far North Chief Executive Officer
INTERNAL LIAISONS: All RDA Far North team members, and other appropriate regional network groups.
EXTERNAL LIAISONS: Works closely with the South Australian Tourism Commission, The Flinders Ranges and Outback Tourism Committee; Far North Councils; local industry, businesses and business associations, community groups and other Regional Development Australia Associations.