

TENTERFIELD SHIRE COUNCIL



**Position Information Package
Tourism & Marketing Officer – 12 Months Fixed Term Employment
Contract – Maternity Relief
Reference No: 1/21**

Index

Item
Copy of Advertisement
Job Application Cover Sheet
Position Description (Including Selection Criteria)
Important Information for Applicants All applicants are requested to read this information

January 2021



POSITION VACANT

Applications are invited for the below position:

Tourism & Marketing Officer - 12 Months Employment Contract (Maternity Relief) – PV 1/21

Salary Circa: \$56,555p.a - \$63,539p.a + 9.5% superannuation + 9 day fortnight.

Set in the heart of Australian Heritage, Tenterfield District is surrounded by a wide variety of National Parks, and is the gateway to both the New England and Northern Rivers Regions.

An integral opportunity has arisen for a highly motivated professional to join our Economic Development & Community Engagement Section, on a full time 12 month employment contract basis.

You will possess excellent communication and interpersonal skills, and relevant experience to assist the Acting Tourism Marketing Manager to promote Tenterfield Shire as a significant tourism destination.

If you possess the relevant qualifications and/or currently studying a Diploma/Degree, has knowledge, skills and experience and would like an opportunity to obtain a challenging and rewarding position, we encourage you to apply.

This is an opportunity to **advance your career** with a supportive council that enjoys great staff retention and an inclusive work culture. You will be joining a passionate, multi-skilled team to excel your career.

Further information and details can be obtained in Council's **Position Information Package**, or by contacting HR, Workforce Development & Safety on 02 6736 6000 (during business hours).

Applications **addressing the selection criteria** should be **emailed** to the Acting Chief Executive at hr@tenterfield.nsw.gov.au quoting the reference number and be submitted by no later than **4.00pm, 4 February 2021**.

Tenterfield Shire Council is an Equal Opportunity Employer and proudly embraces the following values: Integrity, Community Focus, Accountability, Respect & Excellence (ICARE).

Applicants must be an Australian Citizen to be eligible for employment.

Kylie Smith
Acting Chief Executive



**TENTERFIELD SHIRE COUNCIL
JOB APPLICATION
COVER SHEET
Reference No 1/21**

**Position applied for: Tourism & Marketing Officer – 12 Months Fixed Term
Employment Contract (Maternity Relief)**

Mr **Family Name:** _____

Mrs **Given Names:** _____

Ms **Preferred Name:** _____

Miss

Postal Address:

Telephone (please ensure you can be contacted on this number during business hours i.e. 9am - 5pm)

Home: _____

Mobile: _____

Other: _____

Email: _____

Please tell us where you heard about this position _____

THIS COVER SHEET MUST BE ATTACHED TO YOUR APPLICATION

Address all correspondence to:

Chief Executive
Tenterfield Shire Council
**Confidential: Job Ref No: 1/21 – Tourism &
Marketing Officer – 12 Months Fixed Term
Employment Contract (Maternity Relief)**
PO Box 214
TENTERFIELD NSW 2372
hr@tenterfield.nsw.gov.au

Job Enquiries:

HR, Workforce Development & Safety
Phone: (02) 6736 6000 (during business hours)
Email: hr@tenterfield.nsw.gov.au



Position Description **Tourism & Marketing Officer**

Quality Nature - Quality Heritage - Quality Lifestyle

Division:	Office of the Chief Executive
Section:	Economic Development & Community Engagement
Position Identifier:	TMO/V1
Classification:	Grade 10
Industrial Instrument:	Local Government (State) Award
Location:	Tenterfield Visitors Information Centre, & Cinema/Theatre/Museum located in Rouse Street, Tenterfield
Date position description approved	10 May 2019

Council overview

Tenterfield is situated in the New England Region of NSW and is known as the Birthplace of the Australian Nation. As a Rural Medium sized Council we enjoy the benefits of rural lifestyle with ready access to Northern Coastal/Beach areas of NSW and the facilities that the nearby Queensland Granite Belt and greater Brisbane hinterland can afford. Academic needs are well served in the region as are cultural and outdoor pursuits. Our mission is to provide quality leadership and services within our Local Government area, with resources aligned to supporting our community vision as articulated in our Community Strategic Plan.

Council values

Council values are ICARE - Integrity, Community, Accountability, Respect and Excellence.

Council values the staff and their safety and acts to develop the workforce in accordance with the Workforce Plan. Council is committed to being an employer of choice by pursuing a workforce culture of excellence and fostering an environment where staff are empowered, challenged and invested-in whilst maintaining a flexible balance between work and life commitments. Change, challenge and opportunity are features of our Council seeking to deliver excellence within our means.

Primary purpose of the position

To assist the Tourism Marketing Manager to promote Tenterfield Shire as a significant tourism destination. To liaise and maintain partnerships with local and regional tourism and business industries, regional and state tourism organisations and the local community. Support the operations of the Tenterfield Visitor Information Centre.

Key accountabilities

Within the area of responsibility, this role is required to:

1. Assist the Tourism Marketing Manager to promote Tenterfield Shire in accordance with Council's Operational Plan, the Destination Marketing Plan and Tourism and Economic Development Strategic Plan.
2. Support the activation of the Tenterfield True brand.
3. Maintain Tenterfield's online promotional assets, including regularly updating website and social media platforms.
4. Develop and maintain promotional material, including brochures and maps.
5. Assist with the delivery of the biennial Business and Tourism Excellence Awards.
6. Assist with delivery of business events, training, workshop and forums.
7. Liaise with the local, regional and state tourism industry, including operators, organisations and neighbouring Councils.
8. Assist with the promotion of key events in the Tenterfield Shire.
9. Abide by Council's Code of Conduct and other policies, procedures and or protocols of the Council.

Note: Other duties within the skills, competency and qualification requirements for the position.

Key challenges

Support the ongoing promotion of Tenterfield Shire to increase visitor numbers; engage with the local community, business and tourism industry; and support key events.

Key internal relationships

Who	Why
Tourism & Marketing Manager, Manager Economic Development & Community Engagement, Tourism & Cultural Services Officer, Volunteers, Chief Executive, Community Development Officer, Cultural Officer, Customer Service & Administration Assistant, Human Resources, Planning, Parks and Gardens, and Finance.	Service Delivery

Key external relationships

Who	Why
Local regional and state organisations, Local Government, State Government and Federal Government representatives, Destination NSW, New England High Country, Tourism and Business Industry, Contractors and Suppliers, Visitors, Sponsors, Community groups, Tenterfield Chamber of Tourism, Industry and Business.	Service Delivery

Key dimensions

Decision Making

Problem solving and innovation, expenditure within delegations.

Reports to

Tourism & Marketing Manager

Essential requirements

Possession of an appropriate Degree/Certification in Tourism, Marketing, Business, Events Management or equivalent studies.

Experience in Tourism/Marketing operations.





Excellent communication skills, high level of computer skills, initiative, and ability to work in a team environment.

C Class Drivers Licence.

Capabilities for the role

The Local Government Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in local government: "how we do things around here". It builds on organisational values and creates a common sense of purpose for elected members and all levels of the workforce. The Local Government Capability Framework is available at <https://www.lgnsw.org.au/capability>.

Below is the full list of capabilities and the level required for this position. The capabilities in bold are the focus capabilities for this position. Refer to the next section for further information about the focus capabilities.

Local Government Capability Framework		
Capability Group	Capability Name	Level
	Manage Self	Advanced
	Display Resilience and Adaptability	Advanced
	Act with Integrity	Advanced
	Demonstrate Accountability	Advanced
	Communicate and Engage	Advanced
	Community and Customer Focus	Advanced
	Work Collaboratively	Advanced
	Influence and Negotiate	Advanced
	Plan and Prioritise	Advanced
	Think and Solve Problems	Advanced
	Create and Innovate	Advanced
	Deliver Results	Intermediate
	Finance	Intermediate
	Assets and Tools	Intermediate
	Technology and Information	Advanced
	Procurement and Contracts	Adept

Focus capabilities

The focus capabilities for the position are those judged to be most important at the time of recruiting to the position. That is, the ones that must be met at least at satisfactory level for a candidate to be suitable for appointment.

Local Government Capability Framework

Group and Capability	Level	Behavioural Indicators
Personal Attributes Manage Self	Advanced	<ul style="list-style-type: none"> • Demonstrates motivation to serve the community and organisation • Initiates team activity on organisation/unit projects, issues and opportunities • Seeks and accepts challenging assignments and other development opportunities • Seeks feedback broadly and asks others for help with own development areas • Translates negative feedback into an opportunity to improve
Personal Attributes Display Resilience and Adaptability	Advanced	<ul style="list-style-type: none"> • Is flexible and readily adjusts own style and approach to suit the situation • Adjusts tactics or priorities in response to changes in the organisational environment • Gives frank, honest advice, even in the face of strong, contrary views • Accepts criticism of own ideas and responds in a thoughtful and considered way • Welcomes challenges and persists in raising and working through difficult issues • Shows composure and decisiveness in dealing with difficult and controversial issues
Personal Attributes Act with Integrity	Advanced	<ul style="list-style-type: none"> • Models ethical behaviour and reinforces it in others • Represents the organisation in an honest, ethical and professional way and sets an example for others to follow • Promotes integrity, courage and professionalism inside and outside the organisation • Monitors ethical practices, standards and systems and reinforces their use • Proactively addresses ethical and people issues before they magnify
Personal Attributes Demonstrate Accountability	Advanced	<ul style="list-style-type: none"> • Is prepared to make decisions involving tough choices and weighing of risks • Addresses situations before they become crises and identifies measures to avoid recurrence • Takes responsibility for outcomes, including mistakes and failures • Coaches team members to take responsibility for addressing and resolving challenging situations • Oversees implementation of safe work practices and the risk management framework

Local Government Capability Framework

Group and Capability	Level	Behavioural Indicators
Relationships Communicate and Engage	Advanced	<ul style="list-style-type: none"> • Presents with credibility and engages varied audiences • Translates complex information concisely for diverse audiences • Creates opportunities for others to contribute to discussion and debate • Demonstrates active listening skills, using techniques that contribute to a deeper understanding • Is attuned to the needs of diverse audiences, adjusting style and approach flexibly • Prepares (or coordinates preparation of) high impact written documents and presentations
Relationships Community and Customer Focus	Advanced	<ul style="list-style-type: none"> • Demonstrates a thorough understanding of the interests, needs and diversity in the community • Promotes a culture of quality customer service • Initiates and develops partnerships with customers and the community to define and evaluate service outcomes • Ensures that the customer is at the heart of business process design • Makes improvements to management systems, processes and practices to improve service delivery • Works towards social, environmental and economic sustainability in the community/region
Relationships Work Collaboratively	Advanced	<ul style="list-style-type: none"> • Builds a culture of respect and understanding across the organisation • Facilitates collaboration across units and recognises outcomes resulting from effective collaboration between teams • Builds co-operation and overcomes barriers to sharing across the organisation • Facilitates opportunities to develop joint solutions with stakeholders across the region and sector • Models inclusiveness and respect for diversity in people, experiences and backgrounds

Local Government Capability Framework

Group and Capability	Level	Behavioural Indicators
Relationships Influence and Negotiate	Advanced	<ul style="list-style-type: none"> • Builds and maintains professional relationships inside and outside the organisation • Makes a strong personal impression and influences others with a fair and considered approach • Establishes a negotiation position based on a firm grasp of key issues, likely points of difference and areas for compromise • Identifies key stakeholders and tests their level of support in advance of negotiations • Uses humour appropriately to enhance professional relationships and interactions • Pre-empted and minimises conflict by working towards mutually beneficial outcomes
Results Plan and Prioritise	Advanced	<ul style="list-style-type: none"> • Ensures business plans and priorities are in line with organisational objectives • Uses historical context to inform business plans and mitigate risks • Anticipates and assesses shifts in the environment and ensures contingency plans are in place • Ensures that program risks are managed and strategies are in place to respond to variance • Implements systems for monitoring and evaluating effective program and project management
Results Think and Solve Problems	Advanced	<ul style="list-style-type: none"> • Is able to draw on wide-ranging interests and experiences when facing new challenges • Thinks broadly about the root of problems before focusing in on the problem definition and solutions • Is able to discuss issues from different angles and project impacts into the future • Considers the broader context when critically analysing information and weighing recommendations • Involves diverse perspectives in testing thinking and solutions
Results Create and Innovate	Advanced	<ul style="list-style-type: none"> • Encourages independent thinking and new ideas from others • Draws on developments and trends in the industry and beyond to develop solutions • Supports experimentation and rapid prototyping to test and refine innovative solutions • Develops/champions innovative solutions with long standing, organisation-wide impact • Explores creative alternatives to improve management systems, processes and practices • Contributes own knowledge and experience to staff training and development sessions

Local Government Capability Framework

Group and Capability	Level	Behavioural Indicators
Results Deliver Results	Intermediate	<ul style="list-style-type: none"> • Takes the initiative to progress own and team work tasks • Contributes to the allocation of responsibilities and resources to achieve team/project goals • Consistently delivers high quality work with minimal supervision • Consistently delivers key work outputs on time and on budget
Resources Finance	Intermediate	<ul style="list-style-type: none"> • Presents basic financial information clearly and in an appropriate format • Uses funds and records financial transactions in line with financial audit and reporting obligations • Makes expenditure decisions within budget limits • Uses financial and other resources responsibly and helps others understand their obligations to do so
Resources Assets and Tools	Intermediate	<ul style="list-style-type: none"> • Uses a variety of work tools and resources to enhance work products and expand own skill set • Ensures others understand their obligations to use and maintain work tools and equipment appropriately • Contributes to the allocation of work tools and resources to optimise team outcomes
Resources Technology and Information	Advanced	<ul style="list-style-type: none"> • Implements appropriate controls to ensure compliance with information and communications security and use policies • Implements and monitors appropriate records, information and knowledge management systems • Seeks advice from technical experts on leveraging technology to achieve organisational outcomes • Stays up to date with emerging technologies and considers how they might be applied in the organisation
Resources Procurement and Contracts	Adept	<ul style="list-style-type: none"> • Prepares documents that clearly set out business requirements, deliverables and expectations of suppliers • Delivers open, transparent, competitive and effective procurement processes • Manages relationships with suppliers and contractors to ensure expectations are clear and business needs are met • Takes appropriate actions to manage and mitigate procurement and contract management risks

Supplementary Information

Selection Criteria

(Applicant must address all selection criteria)

Essential:

1. Enrolment in or partial/full completion of a Degree/Diploma/Certification in Tourism, Recreation, Marketing, Events Management or equivalent.
2. Demonstrated experience/knowledge of the tourism industry, destination management, marketing and events, and the impact of these on regional communities.
3. Excellent interpersonal and communication skills, with the ability to communicate with a broad cross section of the community.
4. Demonstrated experience in computer literacy, web administration and social media applications.
5. Demonstrated ability for developing and maintaining collaborative and cooperative partnerships and to develop positive working relationships.
6. Experience in media and public relations.
7. Demonstrated ability to manage a diverse range of tasks with set deadlines.
8. Demonstrated ability to improve services and outcomes through innovation.
9. Demonstrated ability to show initiative, work under limited supervision. Strong planning and problem solving skills.
10. Current Class C Drivers Licence.
11. Pass Police/Criminal Check.

Desirable:

1. Relevant qualifications (Diploma/Bachelor) in Tourism, Marketing, Events Management or equivalent.
2. Demonstrated work experience in the Tourism/Hospitality industry.

General Information

Hours of work:

Full time 70 hour fortnight, hours of work are 8:30am to 5:00pm Monday to Friday with a 43 minute lunch break. Staff adhere to a nine day fortnight policy.

Some variation in work hours will be required, depending on work status including overtime requirements and variation to RDO's.

Leave entitlements:

These entitlements are in accordance with The NSW Local Government (State) Award, and include four (4) weeks annual leave and fifteen (15) days sick leave per year.

Criminal Record Check:

The successful applicant will be required to undergo a Criminal/Security Check prior to appointment to the position.

Medical examination:

The successful applicant will be required to undergo a Pre-Employment Medical Examination with the Doctor of his/her choice, at Council's expense. Council will provide a standard medical form.

Performance Evaluation:

Performance evaluation will be in accordance with Council policy.

WHS Responsibilities:

Staff have a duty of care to adhere to the following:

- Ensure all work is performed in accordance with Council's Health and Safety Policy.
- Take reasonable care for individual safety and that of others.
- Demonstrate an understanding of the health and safety issues associated with the position and immediate work environment.
- Report all identified hazards, accidents/incidents and near misses to immediate supervisor/manager.

Equal Employment Opportunity:

Tenterfield Shire Council promotes the principles and practices of Equal Employment Opportunity by adhering to the following:-

- Merit based selection;
- The attainment of a diverse and multi skilled workforce;
- Embody a workplace culture that promotes fair and equitable practises at all levels of the organisation.

Staff are requested to adhere to the principles of EEO by conducting their duties and treating fellow co-workers in a non-discriminatory, courteous and respectful manner.

Smoke – Free Workplace:

Tenterfield Shire Council provides a 'smoke free' work environment. Council policy prohibits smoking in all Council buildings, vehicles and plant.

Learning and Development:

The position incumbent must comply with essential learning and development requirements as provided for within Council's Training Plan, and other L&D initiatives designed to enhance individual performance.

Code of Conduct and Council Policies, Protocols and Procedures:

The position incumbent must adhere to TSC Code of Conduct and current and amended Council policies, protocols and procedures for the duration of their employment. Policies can be accessed on Council's website.

Council Uniform:

Administrative staff may participate in Council's Corporate Uniform Program (please discuss with the Manager HR, Workforce Development & Safety at the time of appointment).

Physical:

The incumbent must be physically able to carry out administrative tasks in an ergonomically safe and healthy manner.

Job Description:

This position description is indicative and duties may be reviewed and amended from time to time to ensure that outcomes are coordinated within Council's Operational Plan and Delivery Plan.



IMPORTANT INFORMATION FOR APPLICANTS

Thank you for your interest in seeking employment with Tenterfield Shire Council. Please read the following information, this will assist you in completing your application.

The recruitment, selection and appointment process of Tenterfield Shire Council is guided by Equal Employment Opportunities (EEO) legislation and practices common to all public sector organisations.

Merit is the basis of selection and is measured by how well applicants address the selection criteria listed in the Position Description and how they present at interview.

The Job Information Package

This package contains all the information you require to apply for the position. Please read it carefully and follow the instructions and guidance. This will assist you greatly when completing and lodging your job application.

The Position Description

Council's position descriptions describe the tasks and duties the position incumbent is required to perform to fulfil the responsibilities of the position.

It's in your best interest to read the schedule of duties to make sure you have the required knowledge, skills and experience to do the job competently.

Selection Criteria (Essential and Desirable)

The Essential Criteria must be met if you are to fulfil the responsibilities of the job. Applicants need to demonstrate that they meet the criteria and their level of competence. If you cannot demonstrate this it is unlikely you will be considered for the position.

The Desirable Criteria enhances your qualifications for the job. You may still be selected for further consideration if you do not meet any or all of these criteria, but illustrating that you do will improve your chances considerably.

It's important that you are able to detail how and why you consider yourself suitable for the position by thoroughly addressing each of the selection criteria. Each selection criterion should be responded to separately. If your application does not address each of the selection criteria your application is likely to be culled.

When addressing the selection criteria take into account the following:-

Demonstrated means that you have actually performed the activity or applied the skill in the past as opposed to having the potential to do so.

Knowledge of or the ability to rapidly acquire the knowledge of means that you already have the required knowledge or you can provide examples of past situations which have required the rapid acquisition of knowledge.

Thorough, sound or high level indicates that a more advanced level of knowledge or skill may be required.

Shortlisting and Interview

Shortlisting of job applications for casual positions is usually carried out on receipt of individual applications. The application is then assessed against the criteria. If the criteria is met, an interview will be offered and held with at least two (2) panel members that are staff members of Council. The applicant will be contacted by phone if an interview is offered.

Interviews are held at Council Chambers. Face to face interviews are preferred; however, if an applicant is unavailable for a personal interview due to excessive distance or other reasonable grounds, Council will conduct a tele conference. The same interview questions and format is followed for each candidate and the interview process usually takes 30 minutes.

Referees

Applicants are asked to provide contact details of a minimum of two (2) current referees. Council prefers that referee information includes the applicant's relationship to the referee, for example Supervisor/Manager.

Please note that it is the responsibility of the applicant to advise their referees that they are applying for a position and secure their permission as a point of reference for Council to make contact directly with them.

Appointment Process

The process can normally take between 1-2 weeks from the time of interview to the time of advising the successful applicant.

The successful applicant is contacted by telephone at which time a verbal offer of employment is made pending a satisfactory pre-employment Medical. If the applicant accepts the position, the HR team then initiates the pre-employment process. Unsuccessful interviewees are advised in writing.

Some general points to remember when applying for a position

- Applicants are encouraged to read the job Information Package.
- Your application should include Council's Job Application Cover Sheet, your resume (including your employment history and any qualifications) and your response to the selection criteria (essential & desirable).
- Please do not enclose original documents in your job application. Council will not be responsible for misplacing original documents.
- Please keep a copy of your application.
- Applications should be emailed, and addressed to the Acting Chief Executive.

If you require further information in relation to Council's recruitment processes, please contact HR, Workforce Development & Safety.
