

POSITION DESCRIPTION



POSITION DETAIL

POSITION TITLE	Pioneers' Pathway Executive Officer
DEPARTMENT	Community Development
CLASSIFICATION	Local Government Officers' (Western Australia) Interim Award 2011
COMPLEXITY	Low to moderate level of complexity. Selection of outcomes is from a range of existing options. Some discernment and judgement may be applied but within existing procedures and processes. Primarily works under minimal supervision but guidance is available from Community Development Officer and Pioneers' Pathway Advisory Committee.

POSITION OBJECTIVES

Coordinate and manage the Pioneers' Pathway self-drive tourism product, creating a ribbon of economic benefit to participating communities through development of tourism along the pathway.

Promote the local area and its attractions by providing service excellence and a professional approach to Tourism in the district including marketing and development activities.

Review project objectives, strategies and plans to contribute to the progress of the initiative.

Provide advice and guidance to the Pioneers' Pathway Advisory Committee on strengthening the economic outputs of the Pioneers' Pathway product.

OTHER REQUIREMENTS

- Act in a professional manner and in the best interests of the represented Shires at all times;
- Maintain confidentiality;

- Work safely in accordance with all Occupational Health and Safety policies and procedures;
- Work in accordance with Council policies and procedures;
- May be required to undertake other duties or activities from time to time that are reasonable and within capacity or training;
- Some out of hours' work required to travel to and from events/meetings;
- Required to report to six (6) other participating Councils.

DELEGATION OF AUTHORITY

Works within established guidelines, budgets, procedures and policies of the Shire of Goomalling as well as statutory provisions of the *Local Government Act WA 1995* and other relevant legislation.

Is authorised to requisition goods and services for the Pioneers' Pathway Advisory Committee but submits to the Chief Executive Officer for authorisation.

May exercise initiative and judgement within established guidelines.

Able to make recommendations on the development of appropriate policies, plans and strategies to facilitate the economic development of Pioneers' Pathway.

KEY ACTIVITIES

Tourism

- Positively and actively promote the Pioneers' Pathway and its attractions as a preferred self-drive product of choice;
- Disseminate accurate information about Pioneers' Pathway and its attractions and attend town and attraction site visits to ensure this;
- Development and implementation of the Pioneers' Pathway marketing plan;
- Undertake yearly signage/ infrastructure audit;
- Maintain collaborative marketing relationships and research opportunities to enhance market reach;
- Research new technologies to enhance promotion of the Pioneers' Pathway;
- Develop a medium for collection of accurate statistical data about prospective visitor's enquiries and actual visitors to the region as a result of the Pioneers' Pathway product marketing, including verbal wording for use by visitors' centres and tourism operators.

Administration

- To provide advice to the Pioneers' Pathway Advisory Committee for the development of Pioneers' Pathway product;
- To prepare grant applications and submissions for development of the initiative including preparation of progress reports and acquittals for financial grant agreement;
- Coordinate the preparation, monitoring and review of the Pioneer's Pathway strategic plan in conjunction with the Pioneers' Pathway Advisory Committee;
- To coordinate and plan projects, services and events in consultation with Pioneer's Pathway committee;
- To prepare, coordinate and maintain relevant information and services profile;
- To undertake research and evaluation of Pioneers' Pathway product;
- Monitor and update relevant online marketing mediums including website, Facebook, Instagram etc;
- Provide Councils with quarterly and annual reports including financial and statistical data to enable evaluation of the effectiveness of the Pioneers' Pathway product;
- Attend relevant tourism association meetings to collaboratively develop tourism in the region;
- Records Management of Pioneers' Pathway Advisory Committee executive correspondence, minutes, financials and intellectual property;
- Perform other relevant duties as directed by the Pioneers' Pathway Advisory Committee.

REQUIREMENTS FOR THE ROLE/SELECTION CRITERIA

SKILLS & ABILITIES

- Ability to work independently towards common goals with minimal supervision;
- Proficiency in editing of written and graphics based communication;
- Proficiency in project management/coordination;
- Public relations and interpersonal skills;
- Well-developed communication skills both written and verbal;
- Highly developed organisation skills;
- Comprehensive negotiation and problem solving skills;

- Good time management skills – ability to work under pressure;
- Effective promotional and marketing skills;

KNOWLEDGE & EXPERIENCE

- Sound knowledge and competence in tourism marketing principles and practices;
- Sound knowledge and experience sourcing funding applicable to tourism and economic development;
- Awareness of trends occurring within the tourism field;
- Working knowledge of the process of Government, local area and community structures;
- Demonstrated experience in marketing and promotions;
- Demonstrated experience in project management.

Desirable

- An understanding of rural community dynamics;

QUALIFICATIONS AND/OR TRAINING

- Appropriate degree in the community development, marketing or business field or other equivalent educational qualifications, and/or;
- Experience in the delivery of a diverse range of economic development activities including tourism, preferably common to a rural local authority ideally with a minimum three (3) years relevant experience.

LICENCES/CLEARANCES & CHECKS

- Current WA driver's licence
- Federal police clearance

ORGANISATIONAL RELATIONSHIPS

- All employees are ultimately responsible to the Pioneers' Pathway Advisory Committee
- Day to day accountability to: Community Development Officer
- Coordinate information sharing between officer's at the Shire's of Dowerin, Goomalling, Merredin, Nungarin, Toodyay, Trayning and Wyalkatchem.

Internal Liaison

- Community Development Officer
- Chief Executive Officer
- Finance Manager
- Pioneers' Pathway Advisory Committee
- Officers & Councillors of participating Councils

External Liaison

- Visitors
- Partners and tourism operators
- Local businesses
- Relevant tourism organisations
- Other visitors' centres
- Consultants
- Funders

ENDORSEMENT

The details contained in this position description are an accurate reflection of the duties, responsibilities and expectations of this role.

NAME _____

SIGNATURE _____

POSITION CHIEF EXECUTIVE OFFICER

DATE _____

As occupant of the role, I have read and understood the duties, responsibilities and requirements outlined in this position description.

NAME _____

SIGNATURE _____

DATE _____