

POSITION DESCRIPTION

Position Title:	Manager Tourism & Events
Award/Agreement:	TOC Industrial Agreement 2024 (and any subsequent agreement)
Classification level:	Level 11 Full-time (1FTE)
Directly reports to:	Chief Executive Officer
Positions under Direct Supervision:	• Community Events Officer 1 FTE • Destination Marketing and Events Officer 1 FTE • Arts Officer 0.6 FTE

Organisational Context of Position

The Town of Claremont employs over 100 staff and is responsible for the local government area of approximately 5km². The Town has a population of approximately 10,000 people and is located in the picturesque western suburbs of Perth, Western Australia. The Town has five key goals areas: Leadership and Governance, People, Liveability, Environmental Sustainability and Prosperity.

Organisational Mission

We exist to deliver quality services for Claremont today and to build the foundation for the future.

Organisational Vision

The Town is a progressive, respectful, sustainable, local government supporting a connected, flourishing community.

Organisational Values

- **Respect:** We are responsible for how we behave in our workplace and will show respect and courtesy to all of our colleagues and customers.
- **Integrity:** We are open, accountable and honest.
- **Quality Communication:** We demonstrate our respect for our community and each other through timely, accurate and understandable communication.
- **Customer Service:** Every contact with a customer is important and an opportunity to demonstrate our commitment.
- **Excellence:** Our focus is quality outcomes achieved on time, on budget.

OBJECTIVE OF THIS POSITION

The Manager Tourism and Events is responsible for leading and managing a team focused on the delivery of destination marketing and event management, to build our brand and attract visitors to Claremont to support economic and social development.

Objective 1: Management and Leadership

- Report regularly to the CEO on outcomes, key issues, workload, effectiveness, and staff matters.
- Manage the portfolio annual budget and prepare quarterly reports on the financial status and projection of the portfolio's annual budget.
- Prepare high quality quarterly reports and present at quarterly reporting meetings.
- Provide leadership and nurture the continual professional development of positions under your direct supervision.
- Manage the Performance Assessment Cycle for positions under your direct supervision including annual review of position descriptions.
- Provide regular, consistent communication to and from team members, to support a productive and effective team.
- Provide technical advice and professional support to officers and others as required to resolve complex issues.
- Make suggestions to the CEO and manage change that contributes to the efficiency and effectiveness of the Directorate.
- Manage the deliverables for the Claremont Town Centre (CTC) Advisory Committee and the Museum Working Group, Public Art Working Group, including reports, agendas and minutes for meetings.
- Oversee drafting and updating of work procedures, policies and procedures for the business unit.
- Keep informed of current trends and initiatives and ensure involvement in continuing professional development.
- Write Reports to Council and attend Council meetings as required.
- Positively represent the Town.

Objective 2: Partnerships & Marketing

- Oversee the delivery of Town events, festivals, partnerships and programs within the key focus areas, to leverage their maximum potential.
- To continue to build the tourism and events portfolio, manage key relationships with stakeholders including the media, Committee members, businesses, and the community.
- Secure additional funding for projects and events through private and public opportunities and ensure the acquittal of external grants and sponsorships.
- Identify opportunities to build the Town's tourism profile through partnerships, advocacy, and support.
- Develop and manage memorandums of understanding with aligned partners.
- Oversee the Business Grants and work with successful groups to contribute to the Town's tourism and events portfolio.
- Develop destination Marketing and PR Plans that includes the key areas (Community Events, Public Art and CTC).
- Assist the CEO with the development of a Strategic Tourism Plan for Claremont.

Objective 3: Event & Project Management

- Manage the coordination of the Town's annual events and arts program at an approved standard in line with Town policy and procedures, to continue to build the Town's brand as a destination for arts, retail, heritage and events.
- Attend and provide on-site supervision for the Town's events and oversee the development and implementation of risk management plans for each event / project.
- Interweave the strategies of the Town's Sustainability Action Plan into the Tourism and events portfolio.

- Oversee the coordination of the public art process including artist' s contracts and briefs.

Objective 4: Work Health and Safety (For Managers/Senior Officers)

- Raising WHS awareness throughout business units.
- Facilitation of continual improvement and cultural beliefs around safety.
- Actively promote WHS and disseminate WHS information.
- Provide and maintain workplaces, plant, and systems of work such that, so far as is practicable, the employees are not exposed to hazards.
- Provide such information, instruction, and training to, and supervision of, the employees as is necessary to enable them to perform their work in such a manner that they are not exposed to hazards.
- Effectively communicate with regard to the WHS management system.
- Apply WHS and relevant legislation.
- Implement components of WHS management systems.
- Implement hazard identification, risk assessment and control.
- Implement incident investigation, reporting and record keeping.

Objective 5: Corporate Responsibility (All Staff)

- In all actions, be accountable and employ ethical decision making and good governance in line with Town's Code of Conduct, values, policies and procedures.
- Demonstrate an ongoing commitment to the Town's Customer Experience Charter.
- Provide a high level of customer service.
- Promote and maintain harmonious relationships in the workplace.
- Ensure efficient and appropriate use of resources and promote the development of efficient work practices.
- Maintain good relations with the public and promote Council's operations in a professional manner at all times.
- Adhere and follow the Town's Record Keeping Plan.
- Carry out other duties as requested by management which may be reasonably expected within the scope of the classification level and skill base of the employee.

Objective 6: Continuous Improvement (All Staff)

- Employ the mind set of continuous improvement to all work tasks.
- Support team members to review and analyse processes to identify possible improvements.
- Contribute to developing a culture of acknowledging and celebrating efforts to improve processes.

SELECTION CRITERIA

Essential

- Tertiary qualifications in a related discipline such as tourism, arts or event management, or similar.
- Significant experience in a similar role including managing or leading people with demonstrated project management skills.
- Ability to build positive relationships and consult, negotiate and influence with internal and external stakeholders, with professionalism and integrity.
- Demonstrated ability to track, analyse and report on performance indicators and budget.
- Excellent written and interpersonal communication skills with demonstrated experience.
- An awareness of risk and Occupational Health & Safety issues, standards and actions in events, including contractor management.
- Ability to work weekends and out of hours, as required.

Desirable

- Experience working in local government and / or an understanding of working in a quasi-political environment.

- First Aid Qualifications.

REQUIREMENTS

The Town requires all staff prior to commencing employment to:

- Provide an original qualification for sighting or a certified copy of qualification (where listed as Essential in Position Description).
- Provide for sighting 100 points of identification including at least one with a photograph (i.e. Driver's License and Passport or Birth Certificate).
- Complete a pre-employment medical (Town's GP to confirm fitness to work in position).
- Complete a Police Clearance (at employee cost).
- Provide evidence of the Right to Work in Australia.
- Sign a change of circumstances employee declaration.

Some positions may be required to undertake other checks and verifications such as Working With Children Check and these will be specifically indicated in the Selection Criteria.

PROBATION

Unless otherwise stated in a Letter of Offer, this position is subject to a 6 month probation period, at which time work performance will be reviewed to determine whether permanent appointment will proceed.

Signatures

Chief Executive Officer Approval

Signature	Date
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Employee

Signature	Date
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