

Tourism & Events Officer

Join the Paroo Shire Council Team
Click on the link below and find the job that is YOU!
Launch your new career NOW!



Sitting in stunning Southwest Queensland, a stone's throw from the NSW boarder and a short sidestep (or two) to the South Australia border, the Paroo Shire comprises of four towns, Cunnamulla, Eulo, Wyandra and Yowah. The shire hosts vast cultural diversity within its vibrant rural communities with a shire population of approximately 1679 residents. Main industries include but certainly not limited to within the shire include beef, prime lamb, wool and goat production, apiary, wildlife harvesting, opal mining and the growing tourism industry.

About Paroo Shire Council

A Paroo Shire Council career goes beyond business as usual. You'll find exciting development pathways rich in opportunity. Our thriving and engaged culture-first workplace is built on the passion and talent of people who proudly deliver vital services and exciting projects to a community they care about.

Our organisation comprises of a multicultural workplace of around 75 (2023-2024) full-time, part-time and casual employees, all benefiting from great flexibility, work/life sway, study support, health and wellbeing initiatives and ongoing learning.

Paroo Shire Council has a close-knit culture, with networking encouraged to support all teams.

Why You'll Like Working Here

At Paroo Shire Council, we are committed to our community and its environment and provide our employees with the same level of commitment and care. As a member of a close-knit team, you will experience a connected and supportive environment.

The team you will join is welcoming and knowledgeable and ready to collaborate to continually improve our systems and processes.

We offer diverse and rewarding work, ongoing training and development opportunities, and genuine work-life balance. Additionally, our staff have the opportunity to deliver on initiatives that have a tangible impact on the daily lives of residents.

We will offer you:

- Competitive remuneration packaging and allowances
- Partly furnished accommodation where you can create a home may be considered
- Relocation expenses considered on application
- Time to relax with family and friends with 4 weeks annual leave and 17.5% loading
- A nine (9) day fortnight to enjoy a leisurely long weekend
- Uniforms so that you never need to find something to wear.

**If you would like further information, please contact:
Denise O'Brien Manager Human Resources on
07 4655 8400, or simply email a cover letter and your resume outlining your
qualifications and experiences to hr@paroo.qld.gov.au**

We invite you to learn more about what Paroo Shire Council has to offer at
<https://www.paroo.qld.gov.au/>

CALL NOW



POSITION DESCRIPTION

TOURISM AND EVENTS OFFICER

| | | | |
|------------------------------|---|-------------------------|---------------------|
| Position Number: | 613 | Location: | Cunnamulla |
| Award: | Queensland Local Government Industry Award (Stream A) – State 2017 | | |
| Certified Agreement: | Paroo Shire Council – Non-Operational Staff Certified Agreement 2021-2024 | | |
| Classification Level: | 3 | Employment Type: | Permanent Full Time |
| Department / Team: | Community Support and Engagement / Tourism and Events | | |
| Reports to: | Tourism Team Leader | Supervises: | No direct reports |

Our Values

In making and implementing our decisions we will be guided by the principles of *integrity, efficiency and continuous improvement* and exhibit the following values:

- P – Pride
- A – Accountability
- R – Respect
- O – Open and Transparent
- O – Opportunities for Employment
- S – Safety
- C – Commitment



Position Objectives

The Tourism and Events Officer is responsible for providing frontline tourism services and effective promotion of businesses and attractions within the region to visitors at Council’s Cunnamulla Fella Visitor Information Centre.

They will work with all Council teams, tourism groups, government organisations and the private sector to develop and assist with new tourism initiatives and promotions and will work as part of a team to plan and deliver events within the local community.

Key Responsibilities

- Undertake the efficient delivery of the Visitor Information Centre activities and operations including: reception, providing tourist information, shop sales, museum, road condition information and routine administrative tasks within agreed timeframes.
- Manage art gallery exhibitions, including artists, opening events, art sales and commissions.
- Ensure efficient day to day running of the Cunnamulla All Aboard tourism facility.
- Provide excellent customer service to all users of the Visitor Information Centre in person, by telephone or other electronic forms of communication.
- Promote local businesses and tourism offerings to relevant community members and visitors.
- Assist in developing an annual tourism marketing plan and budget.
- Assist in measuring marketing success, including evaluating marketing and advertising success and return on investment.
- Participate in the planning and delivery of major tourism events and provide support to ensure they are delivered in line with the event plan in a professional and timely manner.
- Plan and deliver smaller events to timelines and budget.
- Participate in post event reviews to appraise the event’s success.
- Coordinate a range of media and marketing tasks, including the promotion of projects, events and activities, as

approved by the Team Leader, Director and CEO.

- Work closely with the Media, Marketing and Communications Officer on the development and/or updating of advertising and marketing material (written and electronic) for tourism information resources.
- Monitor and update the Paroo Shire's Tourism social media channels.
- Assist in the development of web marketing.
- Establish and maintain networks and linkages with community, private sector and tourism organisations.
- Ensure all services, programs and events are delivered in a safe and healthy manner.
- Investigate, evaluate and prepare written and digital reports for management on varied tourism projects.
- Investigate, evaluate and report on grant and award opportunities and work with the Team Leader and Directors to write award and grant submissions.
- Manage the ordering and pricing of tourism merchandise for the Visitor Information Centre.
- Complete monthly reports and associated accounts paperwork of consignment and store sales to allow payments to be processed.

Qualifications, Skills and Experience

Essential

- Minimum 2 years' demonstrated experience providing customer service in Tourism, Retail, Business or Administration.
- 'C' Class Queensland Drivers Licence or higher.
- Hold or obtain a Working with Children 'Blue Card'.
- Pre-Employment Health Assessment and National Police Check prior to appointment.

- Knowledge of, or an ability to quickly acquire an understanding of the tourism and visitor information requirements for the Paroo Shire.
- Strong interest in tourism and an enthusiasm for sharing knowledge of the local area.
- High level customer service and communication skills (verbal and written), dealing with a variety of clients and stakeholders, and success in working both as a member of a team and autonomously.
- Demonstrated ability to work independently on small projects / events within timelines and budget.
- Demonstrated experience in the use of Microsoft Office suite of programs (eg. Word), navigating the internet and operating standard office equipment and computers.
- Demonstrated ability to manage time, set priorities and plan workload to complete work in accordance with deadlines.

Desirable

- Tertiary qualifications in Event Management and/or Tourism.
- Experience with creating/updating websites and social media.
- Experience in handling sales and retail POS systems.
- Experience in preparing reports.

Corporate Accountabilities

- Demonstrated commitment to apply and adhere with Council's Policies and Procedures and Local Government Act 2009, including but not limited to Council's Code of Conduct, Work Health and Safety Policy and Anti-Discrimination Policy.
- Capable of carrying out the physical and inherent requirements of the position and being flexible and adaptable to meet the requirements of the position.
- Maintain a positive team culture based on honesty, trust and integrity.
- Perform jobs, tasks and processes in accordance with relevant guidelines and standards.
- Maintain confidentiality of Council information obtained during the course of employment.
- Operate and maintain Council assets including equipment, plant and fleet within Council guidelines and manufacturers' specifications.
- Foster and maintain strong stakeholder relationships directly or indirectly associated with Council.
- Provide consistent and timely customer services to our colleagues and communities.

Work Health and Safety

- Apply Council policies and procedures in everyday work activities to assist Council in ensuring a safe work environment and to meet the standards imposed by any relevant safety legislation as required by Queensland's Work Health and Safety Act 2011.
- Maintain a positive attitude towards acquiring an understanding of work health and safety (WHS) legislation, including Council WHS policies and procedures and foster and maintain a positive attitude towards WHS within the individual work teams.

Position Description Acceptance

I agree and accept all terms, conditions and duties outlined in this document.

Employee Name: _____

Employee Signature: _____ Date: _____