



POSITION DESCRIPTION

Position Title:	Visitor Economy Officer		
Classification:	Band 6	Status	0.6 FTE, ongoing
Group:	Community and Planning Services	Business Unit:	Arts, Advocacy, Economy and Social Strategy
Reports to:	Team Leader Social and Economic Development		
Direct Reports:	None	Date:	August 2025

ORGANISATIONAL CONTEXT

Cardinia Shire Council is committed to building a sustainable shire for present and future generations to enjoy. Council plays an important role in contributing to life in our community. We provide services which supports the wellbeing of our residents now and into the future.

To deliver on our commitment, we are developing a skilled and professional workforce that embraces our organisational culture, values, and demonstrates key leadership capabilities. Our culture is defined by working together, working differently, and working for the future. We value teamwork, respect, accountability, communication, and customer focus. These values underpin our work and our behaviours ensuring we deliver on the Council's vision while maintaining a healthy, engaging, and inclusive workplace.

POSITION OBJECTIVES

To lead and support the development, implementation, and promotion of initiatives that strengthen the local visitor economy, enhance tourism experiences, and contribute to the economic, cultural, and social vitality of the municipality. The Visitor Economy Officer will work collaboratively with internal teams, local businesses, community groups, and regional partners to attract visitors, support tourism operators, and ensure the sustainable growth of the sector in alignment with Council's strategic objectives.

KEY RESPONSIBILITIES AND DUTIES

Key responsibilities include, but are not limited to:

- Support development and implementation of the new Tourism East Destination Management Plan aligned with Council's broader social and economic goals.
- Support planning and delivery of tourism-related projects including events, infrastructure and marketing initiatives.
- Prepare business cases, grant applications and funding acquittals for tourism projects as required.
- Build and maintain strong relationships with local businesses, tourism operators, community groups, state agencies and regional partners.
- Represent Council in tourism forums, committees and industry networks.

- Facilitate partnerships to support tourism development, investment attraction, business and workforce development.
- Work with Tourism East and Council's Communications Team to develop and promote marketing campaigns that highlight the region's attractions, events and experiences.
- Provide input and expertise into any relevant social and economic development strategies and policies.
- Monitor and evaluate tourism trends, visitor data, and economic impacts.
- Prepare reports, presentations and strategic documents to inform decision-making and policy / strategy development.
- Manage budgets, contracts and procurement processes related to tourism projects.
- Maintain project management systems and stakeholder databases.
- Support broader activities of the Arts, Advocacy, Economy and Social Strategy Unit as required and aligned with skills and experience.

POLICY AND PROCEDURE COMPLIANCE

- Adhere to (and promote) HR, IT, OH&S/Risk Management policies, procedures and practices.
- Demonstrate understanding and accountability for record keeping policy including the accuracy and capture of data, the sensitivities involved and the release and destruction of documents.

OCCUPATIONAL HEALTH & SAFETY RESPONSIBILITIES

- Take reasonable care for the health and safety of yourself and others in the workplace, ensuring we provide and maintain a working environment that is safe and without risk to the health of employees, contractors, visitors and the general public, as far as is reasonably practicable.
- Ensure all legislative and regulatory responsibilities are addressed and met in relation to occupational health and safety.
- Responsible for ongoing consultation with employees, employee health and safety representatives and supervisors to identify and eliminate hazards and risks in the workplace.
- Ensure hazards, incidents, near misses and injuries are reported immediately and recorded within the appropriate system.
- Actively participate in the planning and execution of Return-to-Work plans as required.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

- Act in accordance with position objectives, with regular reporting to ensure adherence to position goals and objectives.
- Making operational decisions within the scope of work allocated.
- Accountability for the quality, accuracy and effectiveness of work produced.
- Formal input into policy development within their area of expertise and/or management.
- In positions where the prime responsibility is for resource management, the freedom to act is governed by policies, objectives and/or budgets, with a regular reporting mechanism to ensure achievement of goals and objectives.
- In positions where the prime responsibility is to provide specialist advice to clients or to regulate clients, the freedom to act is subject to regulations and policies and regular supervision. The effect on individual clients of decisions and actions may be significant but is usually subject to appeal or review by more senior employees.

JUDGMENT AND DECISION MAKING

- Operate in a specialised environment with methods, procedures and processes developed from theory or precedent.
- Problem solving may involve the application of these techniques to new situations.

- The work may involve improving and/or developing methods and techniques generally based on previous experience.
- Exercise judgement, considering operational requirements, utilising existing policies and procedures, relevant legislation and the Enterprise Agreement to make decisions, with review from more senior employees.
- Work involves the application of improvement suggestions, recommendations and problem solving.
- Guidance and advice are usually available; however, the incumbent must display significant independent ability and knowledge when making decisions.

SPECIALIST KNOWLEDGE AND SKILLS

- Proficiency in the application of a theoretical or scientific discipline including the underlying principles as distinct from practices.
- Where applicable, experience in managing and delivering employee lifecycle support and initiatives.
- Demonstrate initiative in managing work outcomes, opportunities, and challenges.
- Demonstrate specialised analytical and problem-solving skills to continuously improve the customer experience whilst utilising council resources efficiently.
- An understanding of the long-term goals of the wider organisation and of its values and aspirations and of the legal and political context in which it operates.
- Possess a working knowledge of systems and protective factors around keeping children and young people safe including child first and child protection reporting/services including Child Safe Standards.
- Capable of producing sound and confident decisions and solutions within critical timelines.
- Manage business unit operational budget within set parameters and delegation of authority.
- Data analysis and report writing, with a strong attention to detail.

INTERPERSONAL SKILLS

- Ability to gain cooperation and assistance from clients, members of the public, other employees in the administration of well-defined activities and in the supervision of other employees where appropriate.
- Ability to liaise with counterparts in other organisations to discuss specialist matters and within the organisation to resolve intra-organisational problems.
- Demonstrate self-awareness and a commitment to personal growth.
- Display resilience and agility in a changing work environment.
- Possess excellent communication (written and verbal) and interpersonal skills with the ability to clearly articulate and present information as required.
- Proven ability to build and maintain productive and respectful relationships and partnerships.
- Ability to work effectively as part of team to deliver positive organisational outcomes.
- Proven ability to maintain high levels of confidentiality.
- Effective customer service skills, with a strong desire to provide helpful and accurate advice and assistance to staff.

MANAGEMENT SKILLS

- Where management of employees is part of the job, the position requires an understanding of and an ability to implement personnel practices including those related to equal employment opportunity, occupational health and safety and employee's development.
- Ability to make independent decisions, good judgement and work with autonomy, initiative, and minimum supervision.
- Managing time, setting priorities, planning and organising own work and where appropriate other employees, so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable.
- Contribute to a collaborative and innovative values-based culture.
- Foster innovation and make suggestions to improve work practises and processes.

QUALIFICATIONS AND EXPERIENCE

- Degree or diploma and some relevant experience OR lesser formal qualifications with substantial experience (or through substantial relevant experience in the field of specialist expertise) OR through substantial relevant experience in the field of specialist expertise.
- A current Victorian driver's licence.

KEY SELECTION CRITERIA

- Communication, negotiation and interpersonal skills with the ability to clearly articulate and present information as required.
- Understanding of emerging trends to ensure recommendations made by this position influence the outcomes for our community and organisation now and into the future.
- Able to work with minimum supervision and make sound decisions based on experience and good judgement.
- Knowledge and experience of tourism and visitor economy policies, procedures and relevant acts and regulations.
- Ability to deal effectively, diplomatically and confidentially with enquiries and concerns.

CONDITIONS OF EMPLOYMENT

Terms and conditions of employment are in accordance with the Cardinia Shire Council Enterprise Agreement 2024 and Cardinia's policies and procedures.

Tenure This is a part time ongoing position.

Pre-employment checks All appointments are subject to a National Police Record Check, pre-employment medical check, and a six-month probationary period (new employees only). Certain positions may also require a Financial Background Check, Traffic Check or Working with Children Check.