

Position Description

WORKING TOGETHER FOR A THRIVING COMMUNITY



POSITION TITLE:	Industry Communications Officer
POSITION NUMBER:	2284
DIVISION:	Tourism Greater Geelong and The Bellarine (TGGB)
DEPARTMENT:	City Planning and Economy
CLASSIFICATION:	Band 6
REPORTS TO:	Business Manager
DIRECTLY MANAGES:	N/A
INTERNAL LIAISONS:	TGGB staff, membership department, marketing department, CoGG business units.
EXTERNAL LIAISONS:	Business and industry, Government representatives, tourism industry peak bodies, key stakeholders and the community.
DATE:	September 2021

POSITION OBJECTIVES:

Representing over 850 members, Tourism Greater Geelong & The Bellarine (TGGB) is the regional tourism organisation spanning from Werribee to Armstrong Creek including Geelong, The Bellarine, Queenscliff and the Moorabool Valley. Our vision is for Geelong and The Bellarine to be a world-class, inclusive destination that inspires visitors to create memories and depart with a desire to return. To achieve this, we will provide exceptional service to our visitors, members, industry and community so they have the knowledge, tools and capability to rebuild and enjoy a resilient visitor economy.

Guardian of TGGB's corporate communication channels, the Industry Communications Officer position plays a pivotal role in delivering on our mission by providing valued, targeted and engaging content for members and the broader community of our organisation so they have the knowledge, tools and capability to rebuild and enjoy a resilient visitor economy.

To succeed in this role, you will think creatively, understand diverse audience needs, and have excellent communication and interpersonal skills.

POSITION RESPONSIBILITIES:

Key Responsibilities:

Member Communication Strategy Development and Implementation

1. Coordinate the content and moderation of all stakeholder-facing communication channels including the TGGB corporate website, social media platforms (Facebook and LinkedIn) and Electronic Direct Mail (EDM) series.

2. Manage the research, development, implementation and evaluation of digital programs to increase the online presence of Tourism Greater Geelong and The Bellarine and effectiveness of existing and prospective member engagement.
3. Manage the development of the content management strategies to ensure that content is always at the forefront of digital delivery and add value to our industry and community stakeholders.
4. Develop and deliver Electronic Direct Mail (EDM) programs to inform and engage TGGB's current and prospective membership database.

TGGB Corporate Branding and Publication Management

5. In partnership with the broader team, coordinate the development and review of TGGB branded publications including the Annual Report, Member Opportunity Guide, Annual Action Plan and Brand Guidelines.

Member Engagement Support

6. Provide the broader TGGB team with member content and communication strategy support to ensure effective, engaging and consistent messaging.

Lead the delivery of key tourism projects

7. Provide strategic advice and resource assistance in delivery of tourism projects focused on strengthening industry capability and destination development.

General

8. Adhere to all Council's policies and procedures relevant to this position.
9. Carry out other duties as deemed reasonable and appropriate to the role as directed from time to time

Values:

Our values represent who we are and who we aspire to be. They are the tools to create the workplace culture we want. We are all accountable for this.

- Respect and encourage each other
- Create a healthy and safe environment for all
- Embrace new ideas and better ways to work
- Make people the centre of our business

Risk Management and Occupational Health & Safety Responsibilities:

- Understand and comply with Council OHS policies, procedures and legislative requirements relevant to the position.
- Perform work in a safe and appropriate manner.
- Ensure behaviour does not discriminate, bully or harass others.
- Take responsibility for own safety and that of others.
- Proactively report any incidents, injuries, hazards or unsafe work practices.
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The following general physical and functional requirements may apply to this position. Specific physical requirements will be attached if applicable.

- Manual handling tasks.
- Prolonged periods of inactivity eg. sitting at the computer.
- Regular keyboarding associated activities.
- Long / short distance travel between sites.
- Dealing with difficult clients and situations.
- Demanding deadlines.

CHILD SAFE:

City of Greater Geelong is committed to being a child safe organisation and has zero tolerance for child abuse. The focus of our work is on children under the age of 18. We recognise our legal and moral

responsibilities in keeping children and young people safe from harm and promoting their best interests. We have specific policies, procedures and training in place to support employees, volunteers and contractors to achieve these commitments. We create environments where all children have a voice and are listened to, their views are respected and they contribute to how we plan for, design and develop our services and activities.

We are committed to:

1. Preventing child abuse occurring within our services, programs and facilities
2. Creating an organisational culture of child safety
3. Setting clear expectations of employees, volunteers and contractors as to what is required to keep children safe
4. Ensuring employees, volunteers, contractors are clear about their responsibilities when they suspect abuse of a child
5. Ensuring all suspected abuse is reported and fully investigated

KEY SELECTION CRITERIA:

Qualifications:

1. Tertiary qualifications in communication, marketing, tourism or digital fields and previous experience in a similar role.
2. A current Victorian driver's license.

Essential:

1. Strong understanding of the role of TGGB and the tourism industry in general.
2. Demonstrated excellent internal and external communication skills.
3. Sound technical skills including content management systems, customer relationship management, email platforms, and Adobe suite of programs as well as competence in delivering and moderating content on social platforms including Facebook and LinkedIn.
4. Previous experience in corporate communication strategy development and project management, including monitoring and reporting on results.
5. Ability to identify emerging trends and use these insights to develop and implement new ideas.
6. Demonstrated commitment to action and deliver projects on time, within budget and with a strong attention to detail.
7. Ability to be agile and provide articulate, effective communication in a fast-paced and evolving environment.

ACCOUNTABILITY AND EXTENT OF AUTHORITY:

- Ensuring the confidentiality of all related documents within the control of the position.
- The position operates according to the policies and procedures of the City, the business and marketing plans of the unit, the unit's budget and any relevant legislation.
- Accountable for the efficient flow of documentation and timely and accurate preparation of correspondence and reports.
- Accountable for organising own work to meet deadlines.
- Accountable for administering specialist areas relating to specific aspects of the marketing and digital team including developing and/or refining processes, responsible for reviewing, recommending and implementing changes and improvements to the delivery of projects.

JUDGEMENT AND DECISION MAKING:

- Prioritise daily routine functions to coordinate with specific allocated tasks.
- Judgement is exercised in the selection of the most appropriate process available from systems used, procedures available and methods and processes used in the unit.
- Demonstrated ability to solve issues adapting previous experience and knowledge of the tourism industry to new situations.
- Demonstrate initiative and innovation in approach to all aspects of the position.
- Ability to work autonomously in project management.

- Guidance and advice is usually available, however the incumbent is expected to make prompt and appropriate decisions in accordance with delegated authorities.

SPECIALIST SKILLS AND KNOWLEDGE:

- Comprehensive understanding of the workings of the Tourism Unit and an appreciation of the role that Council plays in the Unit's role within the broader organisational and political context of the Council.
- Well-developed creative writing skills through the ability of storytelling linking to experiences.
- Well-developed literacy and numerical skills.
- Strong attention to detail.
- Ability to draft correspondence on all matters relating to the department as required.
- Well-developed written and verbal communication and interpersonal skills.
- Computer literacy – MS Word, Excel, Internet, Database management required. Familiarity with photo and/or video editing. Use of online email, social and content management systems.
- Well-developed analytical and research skills.
- Familiarity with budget development and management.

MANAGEMENT SKILLS:

- Highly developed organisational skills to effectively plan, organise and manage own time to achieve targets within a set timetable.
- Ability to prioritise daily routine functions to co-ordinate with specific allocated tasks.
- Ability to work under pressure and meet strict guidelines.
- Ability to adapt to changing priorities.
- Ability to work without supervision.
- Ability to foster and manage relationships with key stakeholders.
- Understanding of, and ability to comply with, the City's personnel practices including Equal Employment Opportunity and Occupational Health and Safety.

INTERPERSONAL SKILLS:

- Sound oral and written communication skills.
- Possess a tactful, personable and courteous attitude and manner.
- Ability to liaise with business, community representatives and external consultants.
- Ability to liaise and communicate with counterparts within the industry and all levels of city staff to discuss and resolve specialist problems.
- Ability to be self-motivating, proactive and work autonomously.

ADDITIONAL INFORMATION:

- Some out of hours work will be required from time to time in the evening and on weekends.