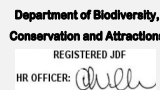


Job Description Form

1. Position Details

Position Title Famils Coordinator			Position Number RIA3123673
Level/Grade Level 4	Specified Calling	Agreement PSA 1992 / PSGOCSAGA 2017	Effective Date 22 August 2018
Authority Rottnest Island Authority		Business Area Marketing and Events	
Section		Location Fremantle and Rottnest Island (commuting as required)	

2. Reporting Relationships

Position Title Executive Director Rottnest Island Authority	Level/Grade Class 1	 <p>Department of Biodiversity, Conservation and Attractions REGISTERED JDF HR OFFICER: <i>Will</i> 23 Aug. 2018</p>											
↑ Responsible to													
Position Title Director Marketing and Events	Level/Grade Level 8												
↑ Responsible to													
This position		Other offices reporting directly to this office <table border="1"> <tr> <td>Position title</td> <td>Level</td> </tr> <tr> <td>Manager Marketing</td> <td>Level 7</td> </tr> <tr> <td>Design and Production Coordinator</td> <td>Level 4</td> </tr> <tr> <td>Events and Functions Coordinator</td> <td>Level 4</td> </tr> <tr> <td>Coordinator Education and Volunteering</td> <td>Level 3</td> </tr> </table>		Position title	Level	Manager Marketing	Level 7	Design and Production Coordinator	Level 4	Events and Functions Coordinator	Level 4	Coordinator Education and Volunteering	Level 3
Position title	Level												
Manager Marketing	Level 7												
Design and Production Coordinator	Level 4												
Events and Functions Coordinator	Level 4												
Coordinator Education and Volunteering	Level 3												
↑ Officers under <i>direct</i> responsibility													
Position Title Nil	Level/Grade	Approx. no. FTEs supervised											

3. Role and Scope

This is a brief outline of the key responsibilities and scope. Scope may include the level of guidance under which the job operates, range of assignments, and influence on results for the work function or program:

This position plans, coordinates and executes familiarisation activities to promote visitor experiences and Rottnest Island as a must-see destination. This includes liaison with island stakeholders and related agencies to attain appropriate support to facilitate the activities.

Individuals undertake their duties and responsibilities in accordance with the department's [Code of Conduct](#), policies and procedures, and relevant Government legislation.

Position Title Famils Coordinator			
Position No. RIA3123673	Level/Grade Level 4 (TBD)	Specified Calling Level	Effective Date 22 August 2018

4. Responsibilities of the Position and Broad Outline of Duties

Famils

1. Co-ordinate a program of familiarisation visits which contribute to and enhance the achievement of RIA's destination marketing objectives and strategies.
2. Work collaboratively across RIA's Communications, Marketing and Events, Visitor Services teams and with island business stakeholders to proactively contribute ideas and undertake activities and small projects.
3. In consultation with the Director, identify, research and develop famils experiences to showcase visitor experiences and position Rottnest Island as a must-visit destination.
4. Plan and coordinate famils for individual/group itineraries to support the delivery of relevant, quality visitor experiences resulting in positive media coverage and promotion.
5. Coordinate the hosting of famil programs for visiting journalists and trade representatives, undertake briefings and debriefings and provide reports to the Director Marketing and Events.
6. Assist in developing destination content relevant to intrastate, national and international audiences for use in various platforms.
7. Evaluate and review program effectiveness including client satisfaction and value for money and effort.
8. Maintain and update RIA Familiarisation database to meet reporting requirements and maintain a comprehensive file of all activities.

Public Relations

9. Support Marketing & Events team to develop and encourage industry support for the famil program.
10. Prepare briefing notes and communications material for media, social media and other stakeholders.
11. Collate information for government briefings and ministerial documents relating to family as required.

Stakeholder Relationship Management

12. Build and maintain a broad network of relationships across media and tourism industry sector, liaising on a day-to-day basis to secure positive promotion for Rottnest Island destination and products.
13. Work closely with Tourism Western Australia, Tourism Australia, Perth Convention Bureau, Destination Perth and other industry bodies.
14. Escort media and trade familiarisations and coordinate a roster of escorts for familiarisations, enlisting support from other appropriate Marketing and team members as required.

Other

15. Undertakes other duties as directed.

Position Title Famils Coordinator			
Position No. RIA3123673	Level/Grade Level 4	Specified Calling Level	Effective Date 22 August 2018

5. Selection Criteria

Must be able to demonstrate within the context of the responsibilities and duties of the position.
All criteria are essential unless specified otherwise.

Applicants should address the following three criteria in a written application. These should be addressed in no more than three pages.

1. Knowledge and experience in public relations or communications with the proven ability to develop, coordinate and implement famils programs involving multiple participants, contractors and venues.
2. Sound understanding of the tourism industry and current issues and trends impacting on the environment.
3. Strong organisation, project and teamwork skills and capacity to co-ordinate multiple projects under tight deadlines.

The following essential criteria will be assessed at some stage during the selection process. Desirable criteria will be assessed as required:

4. Well-developed verbal and written communication, interpersonal, negotiation and customer service skills and the ability to act with tact and diplomacy and liaise effectively with stakeholders, media and trade professionals.
5. Good research, conceptual and problem-solving skills and capacity to identify famils experiences to deliver outcomes and report on results.
6. Willingness and ability to be available for occasional weekend and irregular hours of work and to stay on the Island for short periods.
7. Current 'C' Class License
8. Understanding of equity and diversity principles and practices.

Values

In all of our work we will act with the highest *Integrity* and be *Open, Accountable, Creative, Responsive, Innovative, Outcome-focused* and *Collaborative*.

Information on whether appointment to this position is subject to a satisfactory Working With Children or National Police check is included in Section 6 of this form.

Position Title Famils Coordinator			
Position No. RIA3123673	Level/Grade Level 4	Specified Calling Level	Effective Date 22 August 2018

6. Other

Position Status Does the position form part of the permanent structure?	<input type="checkbox"/> Yes <input type="checkbox"/> No		
Full Time Equivalent (FTE) Full time hours = 1 FTE. Write part time hours as a proportion of 1 e.g. 0.6 FTE if 3 days per week ie 60% of full time hours.	1		
Allowances and Special Conditions Applicable allowances and special conditions are checked with an 'x' in the appropriate box.	<input type="checkbox"/> District Allowance	<input type="checkbox"/> North West Leave	
	<input type="checkbox"/> Air Conditioning	<input type="checkbox"/> No Fixed Hours (Rangers only)	
	<input type="checkbox"/> Ranger Leave (Rangers only)	<input type="checkbox"/> Other - Please specify below:	
Specialised Equipment Operated Specify type of equipment e.g. 4WD.			
Working With Children Specify if appointment to this position is subject to a satisfactory Working with Children check – if this position works with children, refer to http://www.checkwwc.wa.gov.au/checkwwc/WWC+Check/ for information on whether a check is required. If yes, applicants may be asked to provide a WWC check.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
National Police Check Specify if appointment to this position is subject to a satisfactory National Police check. If yes, applicants may be asked to obtain a National Police Certificate . For more information refer to the department's guidelines on National Police checks .	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		

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7. Certification

The details contained in this document are an accurate reflection of position.

Executive Director	Director General
Signature:	Signature:
Date:	Date: