

**1 Position Identification**

|                        |                              |
|------------------------|------------------------------|
| <b>POSITION TITLE</b>  | Aviation Development Manager |
| <b>CLASSIFICATION</b>  | Level 6                      |
| <b>POSITION NUMBER</b> | TWA18014                     |
| <b>DIVISION</b>        | Destination Development      |
| <b>BRANCH</b>          | Aviation                     |
| <b>LOCATION</b>        | Perth                        |
| <b>EFFECTIVE DATE</b>  | 4 December 2018              |

**2 Reporting Relationships**

Number of Positions Supervised: 0

**SUPERVISOR**

Position Number: TWA18004  
 Position Title: Director Aviation Development and Policy  
 Classification/Level: Level 8

**3 Organisational Context**

Tourism WA is part of the Department of Jobs, Tourism, Science and Innovation portfolio, and is responsible for promoting Western Australia as an extraordinary holiday destination. Its focus is on marketing the State; developing, attracting and promoting major sporting, cultural and business events; and supporting the development of significant tourism infrastructure and projects.

**4 Role**

The purpose or prime function of this position is to:

Develop and implement high level strategies and undertake business development activity (international and regional as required) to attract and grow the State's international aviation footprint and enhance regional aviation and affordable fares to increase regional visitation.

Manages and contributes to policy, program and project management activities to meet Tourism WA's aviation strategy, development and policy objectives.

**5 Key Result Areas and Duties**

- 5.1 Develop new (or expand existing) international air services from priority markets for Tourism WA and the State including development, implementation and management of strategies to achieve outcomes.
- 5.2 Develop innovative ideas to develop and grow regional aviation and affordable regional fares including building partnerships with strategic partners to explore and achieve.
- 5.3 Manages the delivery of medium and selected large projects (aligned to international or

regional aviation development) that support the State's aviation policy and strategy initiatives including Tourism WA's Two-Year Action Plan.

- 5.4 Establish and maintain a network of key internal and external stakeholders to consult, facilitate and negotiate the development of information and support implementation of programs, projects and initiatives.
- 5.5 Represents Tourism WA on appropriate meetings, working groups, or forums including undertaking some travel duties (international or domestic) for the purpose of aviation business development.
- 5.6 Act as the prime liaison point for specific markets or aviation targets as agreed with the Director Aviation Development and Policy– for both internal and external stakeholders.
- 5.7 Plans, undertakes and manages research and analysis necessary for examining aviation development, policies, strategies and programs.
- 5.8 Adopts and implements agreed project management methodologies, principles and templates and develops detailed action plans in order to manage the process of aviation development.
- 5.9 In conjunction with the Director Aviation Development and Policy, be responsible for the development and contract management of relevant aviation related commercial agreements or Memorandum Of Understandings to ensure successful service delivery of key business objectives.
- 5.10 Provides strategic and policy advice to senior management, the Managing Director, the Director General/CEO and the Minister, and draft Departmental and Ministerial correspondence, submissions, Briefing Notes and/or Board Papers as required.
- 5.11 Prepares reports, briefings, project updates and other required written documentation including preparation of high quality business cases for presentation to airlines.
- 5.12 Develops briefs for and oversees the work of contract consultants engaged to undertake research, analysis and policy projects.
- 5.13 As assigned by the Director Aviation Development and Policy undertake other duties as required.

## **6 Requirements of the Position**

Successful candidate should be able to demonstrate, within the context of the position:

### **ESSENTIAL**

- 6.1 Demonstrated experience in the development and delivery of high level business development strategies and ability to identify new business opportunities.
- 6.2 High level communication (written and oral) and interpersonal skills including the ability to relate effectively with a range of stakeholders, and with a range of cultures, on complex issues.
- 6.3 Ability to lead and positively work in a team environment and contribute to the achievement of team goals.
- 6.4 Proven ability to plan, prioritise, facilitate and manage projects and activities.

- 6.5 Strong critical thinking with well-developed policy formulation skills regarding strategic issues.
- 6.6 Demonstrated contract and project management experience.
- 6.7 Proven research and analytical skills.
- 6.8 Preparedness to undertake travel.

**DESIRABLE**

- 6.9 Existing networks within the aviation industry or a proven ability to develop networks quickly and effectively.
- 6.10 Good working knowledge of the aviation and or tourism industry in Australia and overseas.
- 6.11 Experience in business development.
- 6.12 Experience in use of Project Management style tools or applications.

**7 Core Skills Statements**

The successful candidate will possess the following skills and competencies as they relate to the position advertised.

*Leadership and Management*

- Excellent leadership and management skills, with demonstrated ability to apply sound human resource management and financial management concepts.
- Demonstrated team leadership skills and the ability to develop staff.

*Achievement of Outcomes*

- The proven ability to plan, prioritise, organize,, monitor and coordinate workloads and meet deadlines under pressure, analyse information and be creative in solving problems.
- Demonstrated ability to achieve outcomes through other people.

*Communication Skills*

- The ability to engage and influence others through effective verbal and written communication skills with the ability to communicate information clearly and accurately and resolve conflict with stakeholders at all levels.
- Substantial writing experience and excellent research, writing, editing and project management skills.

*Relationship Building*

- Proven ability to establish and maintain positive working relationships and build networks with a diverse range of people and the ability to work as a team member.

*Innovation*

- Demonstrated ability to use initiative, display entrepreneurial flair and apply new ways of thinking to improve work environment in a climate of change.

**8 Appointment Details**

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| <b>INDUSTRIAL AGREEMENT AWARD</b> | Public Service and Government Officers CSA General Agreement 2017<br>Public Service Award 1992 |
| <b>SPECIAL CONDITIONS</b>         | Nil  |

Job Description Form – TWA18014 - Aviation Development Manager – L6

|                                       |   |
|---------------------------------------|---|
| <b>ALLOWANCES</b>                     | Nil   |
| <b>ACCOMMODATION</b>                  | Not applicable  |
| <b>SPECIALISED EQUIPMENT OPERATED</b> | Not applicable<br>Note: Unless otherwise stated in the Job Description Form, all positions within Tourism Western Australia require the occupant to be able to use a personal computer and have a working knowledge of Microsoft Office software including Word, Excel, PowerPoint and Outlook. |

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