

1 Position Identification

POSITION TITLE	Executive Director Events
CLASSIFICATION	Class 1
POSITION NUMBER	TWA18032
DIVISION	Events
BRANCH	Events
NO. DIRECT REPORTS	5
REPORTS TO	Managing Director, TWA20185, B3NCE

2 Corporate Context

The Department of Jobs, Tourism, Science and Innovation is Western Australia's lead agency for economic development, international trade and investment, and tourism. For further information, please visit our website at www.jtsi.wa.gov.au.

Organisational Context

Tourism WA is a State Government statutory authority and part of the broader economic development portfolio of Jobs, Tourism, Science and Innovation.

Tourism WA is responsible for promoting Western Australia as a 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.

3 Purpose of Position

Jointly responsible, as a member of the Executive Management Team of Tourism WA, for accelerating the sustainable growth of the tourism industry for the long term social and economic benefit of Western Australia.

Provide strategic leadership, management and specialist services associated with event development and contract management and, where appropriate, event management.

4 Job Responsibilities

4.1 Corporate Leadership and Strategic Management

4.1.1 As a member of the Executive Management Team:

- Manages and evaluates Tourism WA's operations, ensuring the coordination of projects, the setting of priorities and allocation of resources and achievement of desired outcomes.
- Develops the strategic direction of Tourism WA.
- Formulates and ensures the implementation of Tourism WA's corporate policy.

4.1.2 Provides strategic leadership and management and develops policy initiatives in the areas of:

- Event development and sponsorship management.
- Event management (as appropriate).

4.2 Divisional Leadership and Strategic Management

- Formulates the Division's objectives, operational plans and targets to achieve corporate objectives and strategies.
- Develops and manages the operating budgets for the Division against financial and non-financial performance targets.
- Builds and maintains an effective work environment and workforce.
- Manages contracts to ensure value for money and quality are delivered.
- Exercises appropriate delegations.

4.3 Client Servicing and Relationships

- Build and maintain effective working relationships with government agencies, industry groups and specialist organisations associated with the activities of Tourism WA.
- Represents Tourism WA at policy level on external committees and working parties.
- Responsible for ensuring the resolution of complex and/or contentious client issues in line with Tourism WA's goals and objectives and keeps the Managing Director informed of such issues.

4.4 Other

- Ability to work outside normal business hours on a frequent basis.
- Ability to travel on an ad hoc basis.
- Other duties as required.

5 Job Requirements

- 5.1 Proven ability to lead and manage large and complex event initiatives aligned with Government's priorities and objectives.
- 5.2 Demonstrated ability to build and maintain strong, effective relationships across all levels of government and with industry and community groups, encouraging stakeholders to work collaboratively to improve outcomes.

6 Capabilities

- 6.1 Shapes and manages strategy
- Shapes and manages the development of strategic direction and execution of strategy, inspiring a sense of purpose.
 - Champions Tourism WA's vision and goals and promotes a shared commitment to the strategic direction.
 - Understands and considers emerging trends and opportunities within the Tourism industry and applies this in aligning operations and strategic priorities.
- 6.2 Achieves results
- Integrates professional expertise and leadership in to the organisation to improve overall performance and delivery of strategic priorities.
 - Operates effectively in an environment of ongoing change and uncertainty, and maintains flexibility and alignment with strategic priorities.
 - Builds the skill and capacity of the division and guides resource allocation to achieve results.
- 6.3 Builds productive relationships
- Develops, fosters and builds relationships with key internal and external stakeholders.
 - Encourages stakeholders to work together and establishes cross-agency approaches to address issues.
 - Identifies and develops talent within the division, empowering others and promoting continuous learning.

- 6.4 Exemplifies personal integrity and self-awareness
- Fosters creative and innovative thinking and solutions in a transparent and accountable environment.
 - Demonstrates a positive outlook in difficult situations, role modelling appropriate and professional behaviours.
- 6.5 Communicates and influences effectively
- Confidently presents messages in a clear, concise and appropriate manner for the audience.
 - Engages in open two way communication with employees, other internal and external stakeholders.
 - Approaches negotiations with a strong grasp of the key issues and present a convincing and balanced rationale.

7 Appointment Details

LOCATION	Perth CBD
INDUSTRIAL AGREEMENT	Public Sector CSA Agreement 2021
AWARD	Public Service Award 1992
SPECIAL CONDITIONS	Ability to travel on an ad hoc basis
ALLOWANCES	Nil
ACCOMMODATION	Not applicable
SPECIALISED EQUIPMENT OPERATED	Not applicable (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.)
EFFECTIVE DATE	23 May 2022

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