

1 Position Identification

POSITION TITLE	Tourism Experience Development Manager
CLASSIFICATION	Level 6
POSITION NUMBER	TWA22013
DIVISION	Destination Development
BRANCH	Tourism Experience Development
NUMBER DIRECT REPORTS	Nil
REPORTS TO	Director Tourism Experience Development, TWA18003, Level 8

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.

Operational Context

The Destination Development Division drives the growth and enhancement of capacity and supply-side requirements of the State’s tourism sector by working closely with State and Local Government; tourism and hospitality businesses; and peak industry body stakeholders. The Division delivers activities including, but not limited to - destination and experience development; Aboriginal tourism, cruise tourism, workforce development and tourism planning. The Division also provides strategic policy advice across a wide range of existing and emerging industry and state projects and whole of government policy issues.

3 Purpose of Position

Leads and manages the facilitation, development, implementation and delivery of new tourism experiences, products and assets in a designated region of Western Australia. Facilitates access to the distribution channels to help grow existing tourism businesses and expedite the creation of a density and diversity of tourism experiences within the designated region.

4 Job Responsibilities

4.1 Leadership and Management

- Plans, leads and manages the facilitation, development, implementation and delivery of new tourism experiences, products and assets in a designated region.
- Advises, encourages and supports private sector aspirants and/or existing tourism businesses with the development and/or enhancement of quality tourism experiences in the region.
- Manage the preparation and delivery of consultancy studies, feasibility studies, business cases, in conjunction with the private and public sector, as required.
- Facilitate and influence discussions between industry and government to ensure tourism development projects progress in a timely manner, meeting compliancy requirements.
- Identifies gaps and opportunities for density and diversity and ascertains options for enhancing visitor experience within the regional area.
- Contribute to the development, coordination and provision of real time reporting to the Board and Government on the status of projects.
- Plans and manages programs and projects, including budgets, timeframes and resourcing.
- Develops and maintains appropriate reporting mechanisms to inform Project Steering Committees and Senior Management on project progress and outcomes.

4.2 Partnerships/Relationships

- Consults and liaises with government and industry stakeholders and maintains effective working relationships to support the government's tourism and broader economic diversification objectives.
- Collaborate with and influence the work of other government agencies to support private sector investment in tourism experiences, products, access and assets.
- Proactively build and manages strategic partnerships and communication networks with internal and external clients, government stakeholders and industry to ensure that projects are dealt with in a coordinated and integrated manner.
- Collaborates, negotiates and works with Traditional Owners to gain cooperation and understanding to assist with the development and implementation of tourism experiences, products and assets to further the sharing and understanding of culture.
- Collaborates and negotiates with land owners and gains cooperation and understanding to assist with the implementation of approved strategies, plans and initiatives.
- Represents the Department at industry and stakeholder events, forums, consultations, functions and other activities.
- Represents the Department on government working groups, committees, conferences and other forums.
- Leads the provision of information and intelligence on the tourism industry as it relates to the designated region, to inform and direct the Departments activities.

4.3 Other

- Manages and monitors contracts and agreements for compliance with project deliverables and government policy processes.
- Responds to Executive and Ministerial information requests.
- Undertakes other related duties as directed.

5 Job Requirements

- 5.1 Substantial experience in the management of projects/programs.
- 5.2 Sound understanding of the tourism industry including knowledge of, or the ability to acquire knowledge of, the development of tourism infrastructure, attractions, experiences and/or product.
- 5.3 High level external stakeholder engagement, negotiation, influencing and management skills with a wide range of private and public stakeholders, including Traditional Owners.
- 5.4 Current “C” class driver’s licence

6 Capabilities

- 6.1 *Shapes and Manages Strategy*
 - Plans and uses relevant and reliable evidence from a range of sources to contribute to the development of policy options that are aligned to government policies and priorities.
- 6.2 *Achieves Results*
 - Establishes priorities and targets for own work and takes responsibility for task completion, across a number of concurrent projects
- 6.3 *Builds Productive Relationships*
 - Establishes and maintains collaborative and cooperative relationships with a broad range of internal and external stakeholders
- 6.4 *Exemplifies Personal Integrity and Self Awareness*
 - Takes responsibility for actions and decisions, and delivers to a high standard.
- 6.5 *Communicates and Influences Effectively*
 - Prepares written reports and other documents and contributes to meetings and presentations for a wide variety of audiences.

7 Appointment Details

LOCATION	Perth
INDUSTRIAL AGREEMENT AWARD	Public Sector CSA Agreement 2021 Public Service Award 1992
SPECIAL CONDITIONS	Suitable proof of identity, based on a 100 point identity check Permanent Resident/Citizen of Australia Preparedness to undertake travel
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 and have a working knowledge of Microsoft Office software: Word, Excel, PowerPoint and Outlook).
EFFECTIVE DATE	6 July 2022

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