

# JOB DESCRIPTION FORM



# WESTERN AUSTRALIA

<b>Position Title</b>	Managing Director
<b>Classification</b>	Non-CEO Band 3
<b>Industrial Agreement Award</b>	Salary and Allowances Special Division Determination Public Sector CSA General Agreement 2022 Public Service Award 1992
<b>Position Number</b>	TWA20185
<b>Division</b>	Office of the Managing Director
<b>Number Direct Reports</b>	6
<b>Reports To</b>	Director General
<b>Location</b>	Perth CBD

## 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](http://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 (JTSI).

It is an exciting time for Tourism WA, with record funding for the organisation in the 2024-25 State Budget, an ambitious strategy to bring major events and direct flights to Western Australia, and a recent \$5 billion investment by Qantas and Perth Airport to deliver a new terminal, along with a new parallel runway and airport hotel.

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.

## Purpose of Position

The Managing Director leads the promotion of Western Australia as an extraordinary tourism destination nationally and internationally, facilitates the development of tourism infrastructure and works to deliver a world-class events calendar.

The position is responsible for the day-to-day operations of Tourism WA and is part of the executive leadership team within JTSI. You will work closely with the Minister for Tourism, the Chair and Board of Commissioners of Tourism WA, the Director General of JTSI, the Western Australian tourism industry and WA government agencies, including JTSI, to drive increased visitation to Western Australia and support the overall visitor economy.

## Key Result Areas and Duties

- Develop and implement the State Government and TWA Board's strategy WAVES – WA Visitor Economy Strategy 2023-2033 to increase the number and dispersal of visitors to and within the state.
- Develop and maintain strong relationships with local, national and international stakeholders in the tourism industry to promote the competitiveness and viability of the Western Australian tourism industry.
- Work with other State and Local Government entities to increase the alignment of efforts that directly or indirectly impact on the State's tourism industry.
- Foster and develop co-operative marketing and other partnerships with industry.
- Identify, secure and facilitate the delivery of major sporting, cultural and business events, ensuring maximum economic return and ensuring a year-round events calendar around the State.
- Facilitate the growth of air services into and within Western Australia, including increasing the frequency and capacity on existing air routes, attracting new airlines and pursuing direct flights from all key and emerging markets.
- Facilitate and support key public and private tourism infrastructure development projects within Western Australia that positively impact on the tourism industry and the economic development of the State.
- Ensure the effective, efficient and economic use of resources to achieve defined goals.

## Behaviour Expectations

Tourism WA has adopted *Leadership Expectations* which provide an understanding of the mindsets and expected behaviours required of all our employees and the WA public sector. The leadership context for this role is [Agency Leader](#).

The successful candidate will demonstrate, within the context of the role:

### Lead collectively

- You understand and leverage the interrelationships that exist in the sector and ensure that strategic decisions create value for the agency, and the sector, now and into the future.

### Think through complexity

- You think logically about the short, medium and long term variables that could impact the agency and the sector.

### Dynamically sense the environment

- You understand the social and political nuances of the agency and the sector and use this understanding to create and deliver future value for the sector.
- You establish trusting relationships with internal and external stakeholders to influence and deliver future value.

Deliver on high leverage areas

- You demonstrate a drive to deliver against longer term strategic objectives for the agency and contribute to creating future value for the sector.

Build capability

- You focus on developing the capability of your staff, paying particular attention to coaching and mentoring senior leaders.

Embody the spirit of public service

- You display and embody the spirit of public service in all your decision-making interactions and professional activities.

Lead adaptively

You demonstrate a willingness and ability to learn and apply your knowledge, skills and experience in new and challenging situations.

### Appointment Details

<b>Special Conditions</b>	National Police Check Permanent Resident/Citizen of Australia
<b>Allowances</b>	Motor Vehicle Allowance
<b>Effective date</b>	12 August 2024

*The Government of Western Australia acknowledges the traditional custodians throughout Western Australia and their continuing connection to the land, waters and community. We pay our respects to all members of Aboriginal communities and their cultures, and to Elders both past and present.*

