

POSITION DESCRIPTION

Position Title:	Senior Tourism Officer	Reports to:	Director Strategy, Growth and Stakeholder Engagement
Department:	Strategy, Growth and Stakeholder Engagement	Directorate:	Executive Services
Stream:	Stream A (Administrative)	Pay Level:	Level 7 (Division 2 - Section 1) 12% superannuation & 17.5% leave loading
Award:	Queensland Local Government Industry Award – State 2017	Agreement:	The Southern Downs Regional Council Certified Agreement, as amended

1.1 THE DEPARTMENT

The Strategy, Growth and Stakeholder Engagement Department works collaboratively with industry, business groups and the broader community to support long term prosperity for the Southern Downs region. It is a multi-disciplinary Department that includes research and advocacy, community engagement, economic development, grant acquisition, communication and marketing, and festivals and events.

1.2 VALUES

Southern Downs Regional Council recognises our people as our strength, and our five values guide how we work with each other, our actions, our decision making and how we serve our community. Our values bring us all together and contribute to our employees having a meaningful and rewarding career, with opportunities to grow and thrive.



Act with Integrity | **One Region, One Team** | **Lead by Example** | **Service Excellence** | **Our People, Our Strength**

1.3 THE OPPORTUNITY AND JOB ROLE

The key function of the role as the Senior Tourism Officer is to lead the strategic growth, governance and delivery of tourism and events across the Southern Downs region, in alignment with Council's adopted five-year Tourism Strategy.

The position is responsible for driving destination development, brand positioning, major event attraction, tourism infrastructure advocacy and tourism governance reform across both the Warwick (north) and Granite Belt (south) subregions.

The role provides expert strategic advice to the Director Strategy, Growth and Stakeholder Engagement, Executive Leadership Team and Council, and leads the implementation of initiatives that strengthen the visitor economy, increase overnight visitation and yield, and position the Southern Downs as a competitive regional destination in the lead up to the Brisbane 2032 Olympic and Paralympic Games and beyond.

1.4 KEY RESPONSIBILITIES AND DELIVERABLES

The key responsibilities may be modified from time to time to ensure the expected outcomes support the Council's operational and corporate plans. All duties are to be conducted in an efficient, timely, professional and safe manner.

The key responsibilities and deliverables for this role include:

- Maintain records consistent with Council requirements and the Privacy Principles.
- Fulfil the responsibilities of this role in accordance with Council's core values as outlined above.

Tourism Strategy Implementation

- Lead the implementation, monitoring and periodic review of the Southern Downs Tourism Strategy 2026–2031.
- Translate strategic priorities into annual operational plans, budgets and performance measures.
- Provide regular reporting to the Director and Council on strategy progress, risks and outcomes.
- Ensure alignment with relevant national, state and regional tourism body strategies and destination management plans.

Destination Brand and Marketing Leadership

- Provide strategic oversight of the Southern Downs & Granite Belt destination brand.
- Lead destination positioning, messaging and brand integration across subregions.
- Work collaboratively with Granite Belt Wine & Tourism, Warwick Chamber of Commerce and Queensland Country Tourism to ensure coordinated marketing efforts.
- Oversee digital presence, destination content and visitor information services to ensure consistent and compelling brand representation.
- Identify opportunities to leverage drive tourism, nature-based tourism and seasonal positioning to increase overnight visitation.

Tourism Product and Experience Development

- Lead identification and facilitation of new product development opportunities including agri-tourism, drive tourism, nature-based tourism, seasonal experiences and Olympic-aligned events.
- Work collaboratively with the Industry Development Officer on operator capability uplift while retaining strategic oversight of tourism product development priorities.
- Facilitate cross-sector opportunities linking tourism with agriculture, food production, arts, heritage and sport.
- Support feasibility investigations for major tourism projects and catalytic infrastructure.

Major Events and Festival Leadership

- Provide strategic direction and oversight of Council-supported festivals and events.
- Identify and pursue opportunities to attract and grow hallmark and international-standard events, including pre-2032 Olympic aligned events.
- Ensure the effective delivery of Council's Events Strategy in coordination with the Festivals & Events Officer.
- Oversee return-on-investment evaluation of events and alignment with destination goals.
- Advocate for upgrades to tourism and event infrastructure to support growth ambitions.

Tourism Governance and Industry Partnerships

- Lead development and implementation of an appropriate tourism governance model for the region, addressing the northern LTO gap and strengthening regional collaboration.
- Build and maintain strategic partnerships with Granite Belt Wine & Tourism, Warwick Chamber of Commerce, Stanthorpe & Granite Belt Chamber, Queensland Country Tourism, Tourism and Events Queensland and other key stakeholders.
- Facilitate industry forums and leadership groups to maintain collaboration and alignment.
- Provide guidance on Council's role in tourism funding, visitor servicing and destination management.

Infrastructure and Investment Advocacy

- Identify tourism infrastructure priorities including accommodation capacity, event venues, visitor amenities, water security and signage.
- Advocate for state and federal funding aligned with tourism growth objectives.
- Contribute to business cases and funding submissions for catalytic tourism infrastructure.
- Ensure tourism priorities are integrated into Council planning, asset management and growth strategies.

Workforce and Sector Sustainability

- Identify tourism workforce constraints and collaborate with training providers including Varias (formerly QCWT), TAFE and secondary schools to strengthen tourism career pathways.
- Promote quality tourism standards including ATDW participation, Best of Queensland Experiences and sustainability frameworks.
- Support initiatives that enhance year-round visitation and reduce seasonality impacts.

(Operational industry capability support will be delivered in partnership with the Industry Development Officer.)

Leadership and Team Management

- Provide leadership, supervision and performance management for subordinate positions
- In consultation with the Director, set the outcomes for the section and monitor to ensure that team, department and organisational goals are achieved.
- Foster a high-performing, collaborative and innovative team culture.
- Ensure Visitor Information Centres operate effectively and align with destination strategy.
- Take a continuous improvement approach to tourism service delivery.
- Develop and implement operational policies and procedures as relevant to the work area.

Data, Analysis and Advisory Role

- Monitor tourism data, visitation trends and economic impact metrics to inform decision-making.
- Provide expert advice and briefing materials to the Director, Executive Leadership Team and Councillors.
- Represent Council at tourism industry forums, state and regional meetings.

Other duties as are reasonably within the limits of the employee's skill, competence and training, as directed by the Director.

1.5 SELECTION CRITERIA

ESSENTIAL CRITERIA

1. Demonstrated significant experience in tourism strategy, destination management or visitor economy leadership, including experience working with state tourism bodies or regional tourism organisations.
2. Proven ability to implement complex strategic initiatives and deliver measurable tourism growth outcomes.
3. Experience leading major events, destination marketing or tourism product development initiatives.
4. Highly developed stakeholder engagement skills with the ability to build partnerships across industry, government and community sectors.
5. Demonstrated leadership and team management experience and capability.
6. Strong analytical capability and ability to interpret tourism data and market research.
7. Highly developed written and verbal communication skills, including preparation of reports and presentations for executive and elected audiences.
8. Demonstrated capacity to exercise sound judgement and operate effectively in a complex local government environment.
9. Knowledge of Workplace Health and Safety considerations relevant to the role.

DESIRABLE CRITERIA

1. Understanding of regional tourism governance models and funding frameworks.

1.6 TRAINING

- Ongoing professional development in destination management, tourism economics and major event strategy will be supported, subject to operational priorities and requirements and prior approval.
- Participation in relevant industry forums and networks is encouraged.

1.7 WORK HEALTH AND SAFETY RESPONSIBILITIES

- Comply with the Work Health and Safety Act, Regulations, Codes of Practice and Council's Work Health and Safety Policies and Procedures.
- Comply with instructions given by the relevant manager and/or supervisor in respect of the health and safety of themselves and the health and safety of other persons.

1.8 ORGANISATIONAL RESPONSIBILITIES

- Comply with all the requirements of Council policies and procedures as amended from time to time.
- Ensure complete and accurate records are captured, created and maintained.
- Deliver high quality customer service within the organisation and to the public.
- Ensure the security and appropriate intended use of Council information at all times.

1.9 REQUIRED LICENCES AND QUALIFICATIONS

- Tertiary qualifications in tourism, business, marketing or related field plus extensive relevant experience; or a combination of relevant qualifications and/or training, extensive experience and demonstrated competence sufficient to perform the duties at this level.
- A Class C (car) licence or greater.
- Blue Card (Working with Children) or the ability to obtain this card prior to commencement.

1.10 THER POSITION REQUIREMENTS

FLEXIBLE HOURS REQUIREMENT – MANDATORY

- Preparedness to work flexible hours including weekends in support of events and stakeholder engagement is a requirement of this position.

PROBATION PERIOD

- This role is subject to a three (3) month Probation period to a maximum of six (6) months, during which time the employee will be assessed for suitability as part of ongoing development in the role.

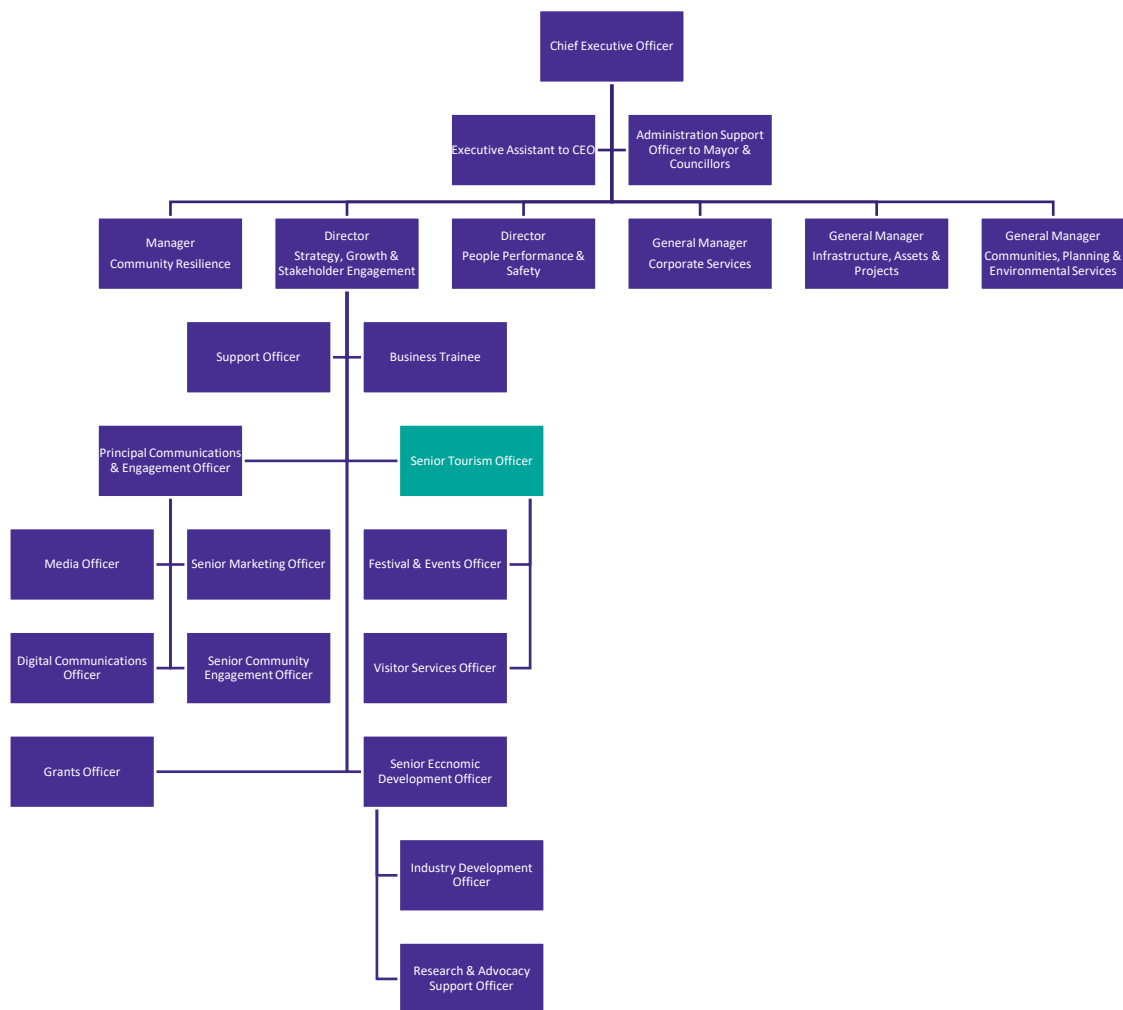
PRE-EMPLOYMENT CHECKS

- Prior to employment external candidates **will** be subject to the following checks in most instances:
 - Right to Work in Australia Check (mandatory)
 - National Criminal History Check (mandatory)
 - Pathology Drug and Alcohol screening (mandatory)
 - Reference Checks (mandatory)
 - Health Declaration (mandatory)
 - Formal qualifications check (where required for the position)
- Prior to employment external candidates **may** also be subject to the following checks:

- Functional Capacity Assessment / Fitness for Work (to assess physical suitability for the role)
- Licence disqualification / traffic history checks with Queensland Government
- Blue card Working with Children Check
- Any other check that is reasonably required by Southern Downs Regional Council

1.11 REPORTING STRUCTURE

ORGANISATIONAL RELATIONSHIP



Council values diversity and welcomes applications from people of all backgrounds and cultural heritage, that have working rights in Australia.