

The Role

The Chief Executive Officer (CEO) is responsible for working with the Board to lead the strategic direction for the sustainable growth of the visitor economy on the East Coast of Tasmania, including developing the organisation's strategic plan and devising operational plans to see the strategy implemented and outcomes achieved. As CEO the role is responsible for managing organisational governance and legal compliance, finance, human resource and general support functions.

The Environment

The CEO will operate across the East Coast of Tasmania with a strong presence in industry whilst actively advocating and working with government and other stakeholders at all levels to achieve organisational strategy.

Key Challenges

The role is part of one of Tasmania's most competitive industries and therefore has to demonstrate high return for investment in spend by the organisation, thereby encouraging new and ongoing investment.

Growing and maintaining relationships and networks with stakeholders that have diverging and competing interests.

Responsibilities

- Set the strategic direction, identify priorities and deliver programs to facilitate growth of the regional visitor economy, investment opportunities and industry capacity in the East Coast Region, aligned with broader industry and government strategies, and in collaboration with industry, local government partners and key stakeholders.
- Delivery of operational plans to deliver on the strategic priorities i.e. Destination Management Plan with a strong focus on a sustainable visitor economy through both demand and supply initiatives aligned with the East Coast brand.
- Cultivate and foster a culture of support to assist industry stakeholders in business development.
- Grow a strong industry network on the East Coast through industry engagement and capacity building programs focussed on identified industry needs and aligned with strategic directions for the East Coast region.
- Represent the East Coast RTO within the state-wide tourism network and advocate and influence for regional priorities with all levels of government.

- Report against strategic plan and annual plans to the Board.
- Responsible for the development, review, maintenance of the East Coast tourism brand, including the Great Eastern Drive, and strategically marketing the East Coast region through a partnership approach with industry, government and other authorities or bodies.
- Leadership and management of the East Coast RTO marketing and communication activities to ensure industry, government and stakeholders can access information of and provide information to the organisation.
- Leadership and management of the East Coast RTO day to day financial operations, ensuring funding opportunities are canvassed, grants applied for, external funding reporting acquitted and general Board financial reporting and financial risk management.
- Leadership and management of the East Coast RTO human resources, ensuring staff employed have clear direction and support, performance plans and a compliant industrial contract of employment.
- Leadership and management of the East Coast RTO governance framework, ensuring the organisation has appropriate policies and procedures in place to deliver open, transparent, fair and compliant operations minimising risk of claims of improper or illegal activity.
- Board reporting across all operational areas and against strategic plans to ensure any risks are identified and managed, accountability for outcomes and the favourable reputation of ECRTO.

Reporting Lines

The CEO reports directly to the Chair of the Board.

The CEO has one staff member reporting to it: Industry Liaison & Events Coordinator

The CEO is responsible for managing external service providers against agreed service agreements.

Knowledge and Experience

A degree level qualification in business, marketing or tourism and significant experience in a relevant field or an equivalent combination of skills, experience and training.

Extensive experience in the tourism sector with a sound understanding of supply and demand levers that drive the visitor economy and how these are optimised to deliver outcomes in a regional setting.

Proven experience in articulating and promoting a vision and influencing and advocating specific courses of action consistent with that direction.

Demonstrated business and/or product development experience in an industry context.

High-level communication, consultation and negotiation skills with a demonstrated ability to manage partnerships and collaborative approaches with industry, stakeholders and government.

A strong knowledge of the East Coast, its economic activity, demography and past and future tourism related activities.

Proven experience in business management, developing strategic and operational plans and in delivering outputs on time and within budget.

A strong knowledge of marketing as it relates to the tourism industry and creating buy in to strategies that deliver return on investment.

Hold and maintain a current drivers licence.