



ROLE DESCRIPTION

East Coast Tasmania Tourism, Chief Executive Officer

OVERVIEW

East Coast Tasmania Tourism (ECTT) is one of four Regional Tourism Organisations (RTOs) established across Tasmania.

ECTT is an association which seeks to advocate, partner, promote, support and engage with the tourism industry in our region and our state so that visitors to our region enjoy an excellent experience and our East Coast tourism industry is thriving and sustainable.

The operations of ECTT are funded by agreements with Tourism Tasmania (TTas), Break O'Day and Glamorgan Spring Bay Councils, as well as wider co-operative opportunities and partnerships.

ECTT facilitates visitor economy growth at the local level, through representing, supporting and coordinating the region's tourism industry. Core responsibilities include leadership, advocacy, industry development, destination product development and facilitation, and marketing to drive visitation. We undertake these in collaboration with TTas and the T21 Steering Committee.

These activities are undertaken in alignment with the region's local tourism industry, local government, other local organisations and stakeholders relevant to the region. Through active communication, ECTT also acts as a conduit for communication and engagement between government agencies, commercial partners and the regional tourism industry.

Remuneration: Salary range \$125,000 to \$135,000, plus super and car allowance.

ECTT VISION

Tasmania's East Coast will be the premier destination in a great tourism state. Our region will enjoy the highest levels of digital and business connection and take innovative approaches to the challenge of housing the workforce of the future. Our communities will value our tourism industry and the role we play in supporting its success. Our organisation will have a clear role in the Tasmanian tourism ecosystem, with sustainable funding and a reputation for understanding our industry and having a big impact on the ground. We will be Tasmanian's best regional tourism organisation, supporting tourism businesses and associations that are happier, healthier and celebrated.

1 PRIMARY PURPOSE OF ROLE

The CEO of ECTT is responsible for the strategic, operational, marketing and financial management of the RTO.

The position is a senior executive role requiring highly evolved relationship management skills. The CEO is responsible for overseeing and managing the profile of the RTO as well as its development and delivery of industry engagement, business and product development, marketing and education and training programs and activities with key stakeholders and the tourism industry within the region.

Specifically, the CEO is required to:

- Lead and manage the day-to-day operations of the RTO in accordance with the strategic direction set by the ECTT Board.
- With direction from the ECTT Board, implement the RTO Destination Management Plan and Annual Strategic Plan, in alignment with the Tasmanian Government's State-wide Tourism 2030 Strategic Plan, T21 Recovery Plans and local government tourism related plans.
- Develop and maintain direct relationships with key stakeholders – TTAs, State Growth and other Tasmanian Government Agencies, Local Government, Local Tourism & Business Associations and the region's tourism industry.
- Work in collaboration with TTAs on TTAs led marketing and communications activities for the region's 'hero' destinations, experiences, events and festivals and regional campaigns.
- Assist and encourage local businesses and festival organisers to apply for Grants.
- Identify local tourism research, where applicable, to improve decision making and inform investment decisions, in collaboration with TTAs.
- Be the key point of contact for TTAs/State Growth for information on any natural disasters and local issues that might impact tourism activities.
- Have a thorough understanding of the region, including its business and political landscape, visitation and visitor expenditure metrics, key products, experiences and destinations, and stakeholder issues and opportunities.

2 KEY ACCOUNTABILITIES

Leadership & Advocacy

Ensure the ECTT RTO, and its human and financial resources, are appropriately managed and governed in line with Tasmanian legislative and ASIC requirements, represented at key state industry forums and highly visible within the industry network on the East Coast.

Industry Development

Businesses on the East Coast aligned with the visitor economy will be supported to be effectively run and thrive, through collaboration, leadership and training.

Destination & Product Experience

Businesses on the East Coast aligned with the visitor economy will be supported to develop new and optimise existing visitor experience products that meet visitor expectations and align to the DMP and T21/Recovery Plans.

Marketing & Driving Visitation

ECTT marketing activities will be equitable across the region, aligned with the statewide offer but tailored to the unique proposition of the East Coast with the view to increase contact with consumers for increased regional dispersal, length of stay and spend by visitors.

3 KEY EXPECTATIONS

- Managing the strategic, human and financial resources of ECTT.
- Developing effective relationships with industry and stakeholders.
- Managing expectations of strategic partners and stakeholders and ensuring programs and activities fit within the ECTT's organisational objectives.
- Identifying and managing varying interests and agendas of stakeholders and obtaining their co-operation in working together to achieve common goals.
- Analysing complex issues and balancing, prioritising and managing a range of competing demands and projects in a dynamic environment (including strategic priorities set by the ECTT Board and multiple tasks/demands set by stakeholders).
- Applying a high degree of analytical problem solving and creative reasoning skills to operate effectively in a rapidly changing environment and initiating and developing innovative ideas.
- Taking a positive and strategic approach to challenges that are often of a complex and sensitive nature and developing creative and innovative solutions to resolve them.
- Identifying key issues and resolving potential conflicts at an early stage.
- Keeping abreast of relevant industry trends, programs and corporate governance requirements.

4 KEY RELATIONSHIPS

- **REPORTS TO**
ECTT Board

- **DIRECT REPORT/S**
Industry Development Co-ordinator
Administration and Projects Co-ordinator
External consultants/subcontractors engaged from time to time

- **EXTERNAL**
Tourism Tasmania
State Growth
Other Tasmanian Government Agencies
Break O'Day and Glamorgan Spring Bay Councils
Joint regional organisations
Industry/sector organisations, including local groups
Tourism Industry across the ECTT region
Other related organisations, interest groups and individuals

5 ESSENTIAL REQUIREMENTS

QUALIFICATIONS

- Tertiary qualifications in business management or other relevant field and/or equivalent experience in the tourism industry.

EXPERIENCE

- Extensive experience working at senior level in the domestic and international tourism industry or business environment.
- Proven track record in running the day-to-day operations of a similar sized organisation.
- Demonstrated track record in tourism partnership management, destination development and planning.
- Demonstrated proactive approach to establishing and maintaining positive relationships with internal and external stakeholders.
- Experience leading teams with a values and culture-based approach, including coaching, learning and mentoring.
- Illustrated presentation and facilitation experience, in particular addressing conferences, workshops, committees and industry groups.

SKILLS AND COMPETENCIES

- An ability to engage with a deep curiosity about stakeholders, the context and your own personality and performance.
- Commitment to developing a high performing team and capability to lead and manage change.
- Strong knowledge and understanding of the Australian Tourism industry, to identify new opportunities for the growth and long-term sustainability of the east coast tourism industry.
- Capacity to lead, inspire, connect, and negotiate persuasively to achieve strategic outcomes, corporate values, organisational change and effective service delivery outcomes.
- Superior ability to establish and maintain positive working relationships and strategic alliances with diverse groups of people including the public and private sectors, industry stakeholders, unions and the wider community.
- Superior communication, conflict resolution, negotiating and influencing skills commensurate with the demands of the position to bring complex matters to resolution.
- High level interpersonal skills, negotiation expertise and relationship management skills
- Commitment to evaluating and improving group performance, benchmarking processes and developing staff and self.
- Ability to discern between and navigate the needs of government, politics, industry and community in service delivery.
- Financial management skills which foster business growth and development and ensure the allocation of resources to achieve sustainability and positive outcomes.
- Identifying research requirements and applying research to inform business outcomes.

OTHERS

- Current Driver's licence.
- Ability and willingness to undertake travel in Tasmania and interstate if required.
- Ability to live on the East Coast of Tasmania is expected.