

Position:	Tourism Lead
Agreement:	Surf Coast Shire Council Enterprise Agreement 2022 – 2025
Award Classification:	Band 6
Division:	Placemaking and Environment
Department:	Economic Development Arts and Tourism
Team:	Tourism
Date Reviewed:	October 2025
Approved By:	General Manager/Manager
Current Incumbent:	

Surf Coast Shire Council Acknowledges the Wadawurrung People, and the Gulidjan and Gadubanud Peoples of the Eastern Maar nation as the Traditional Owners of the land we now call Surf Coast Shire. We pay our respects to their Elders past and present, and all other Aboriginal and Torres Strait Islander People who are part of our Surf Coast Shire community.

Our purpose, direction and approach were developed collaboratively by our people for our people.

As an employee of the Surf Coast Shire Council you are committing to work towards our purpose within our team by following our direction and living our approach.

Purpose, Direction and Approach

Council is committed to helping our community and environment to thrive. In order to do this we understand that we will be an innovative and flexible leader that values the strengths of others enabling our workplace to be a place where people can do their best and be proud of their achievements.

Our Approach guides us in the way that we work:

We Do What We Say

We set clear expectations
We are accountable for our actions
We get things done

We See Opportunity

We look for better ways
We are open minded
We learn from our experiences

We Work Together

We value strengths and differences
We seek to work with others
We help people to succeed

We Make a Difference

We proudly represent Surf Coast Shire Council
We act with the future in mind
We go the extra mile

OUR APPROACH

We do what we say We work together We see opportunity We make a difference

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Introduction of the work of the team

The Tourism team plays an integral role in helping attract visitors and sustain local economies through promotion of our key tourism products and a robust events calendar.

The Surf Coast attracts millions of tourists each year – wanting to enjoy our natural playground and international tourism products. We have a responsibility to our environment and community to foster slow and regenerative tourism that is respectful to the local environment, values of the local communities and maximises local yield and revenue.

The Surf Coast also hosts hundreds of events each year, ranging from internationally recognised sporting events such as the Rip Curl Pro and Cadel Evans Great Ocean Road Race, to mass participation offerings, community-based activities and local markets. Council is a keen supporter of these events and recognises the important role they play for our community.

The tourism teams core services are:

- Delivery of Councils strategic approach to events and tourism
- Four Visitor Information Centres
- Identifying and promotion of key tourism products
- Sustainable destination marketing
- Events Grant Program
- Permitting of events on Council managed land
- Event attraction
- Calendar management of events
- Marketing of Surf Coast events

POSITION OBJECTIVES

Tourism is an integral part of placemaking - it supports local communities and delivers more consistent economic and social benefits year-round. Within this context the objectives of the role are:

- Develop and communicate key tourism messaging that fosters slow and regenerative tourism outcomes.
- Ensure tourism marketing content has a focus on the local environment; with an emphasis on the region as an eco-certified destination.
- Increase visitor yield through effective marketing campaigns that help attract visitors and sustain local economies particularly in the off-peak season.
- Manage the delivery of the Surf Coast Events grant program, to help support the attraction and retention of events in the Surf Coast

ORGANISATIONAL RELATIONSHIPS

Reports to: Tourism Coordinator

Supervises: Events Marketing Officer

Internal Relationships: All employees and Councillors

External Relationships: Tourism operators, Great Ocean Road Regional Tourism, Visit Victoria, Other Victorian Visitor Information Centers, Event organisers

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KEY RESPONSIBILITIES

- Lead the development and curation of a tourism content program that positions the Surf Coast as a premium year-round destination, aligns with industry partners, and delivers measurable growth in yield.
- Lead the delivery of the Surf Coast Events Grant Program in accordance with Council's grant policy, including evaluations, funding agreements, acquittals and program reports.
- Drive targeted tourism marketing strategies that strengthen the Surf Coast's positioning as an Eco Destination.
- Collaborate with the wider tourism team to contribute to the successful delivery of projects and initiatives that align with the organisation's strategic tourism objectives.
- Integrate tourism promotions within the Visitor Information Centres, Surf Coast Events and Great Ocean Road Regional Tourism channels.
- Maintain and oversee tourism-related digital platforms to effectively promote the region's tourism offerings.
- Collaborate with appropriate stakeholders to design and promote tourism programs that prioritise regenerative outcomes for the Surf Coast region.
- Supervise the Event Marketing Officer to ensure alignment between event and tourism marketing strategies.
- Prepare detailed, data-driven reports that assess the overall impact and value of events for the organisation and the wider community.

ACCOUNTABILITY & EXTENT OF AUTHORITY

- Planning of work, allocation of resources, the application of professional knowledge and the use of initiative are all seen as being within the extent of the authority.
- Accountability and autonomy are guided by broad organisational goals, established through key performance measures, unit plans, budgets, and compliance with policies, regulations, and legislation. Performance is monitored through regular reviews and reporting mechanisms to ensure alignment with agreed objectives, budgets, and key measures.
- Deliver clear and timely reports on tourism and event related activities, aligning outcomes with key strategic documents, to the Coordinator, Manager, Executive Management Team and Council.
- Achievement of agreed, specific performance objectives and outcomes for the position.

JUDGEMENT AND DECISION MAKING

- Make decisions on all matters which are the responsibility of the position, provided that these are within delegated authority, legislative requirements, established policy or recognised standards.
- Guidance and advice is usually available from senior employees.
- The nature of the work encompasses existing methods, procedures and processes; however the position will require an ongoing review of these outputs with a view to continuous improvement.
- Continual application of high-level problem-solving techniques.

SPECIALIST SKILLS AND KNOWLEDGE

- Demonstrated knowledge to contribute to the design and delivery of tourism marketing campaigns and strategies that align with organisational objectives and industry trends.
- Strong knowledge and expertise of the current social media landscape
- Proven experience in evaluating grant applications, applying assessment criteria, and providing recommendations.
- Highly developed project management skills and experience in working with diverse stakeholders.

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Position description

- Experience developing, implementing, monitoring and reviewing policies and procedures.
- Demonstrates self-management by aligning work plans and priorities with both immediate objectives and long-term goals, ensuring aligning with broader organisational strategies and policies.

MANAGEMENT SKILLS

- Ability to prioritise objectives which deliver positive and constructive outcomes within existing budget and timeframes.
- Ability to make sound judgements and recommendations relating to destination marketing.
- Management and professional development of an officer.
- Ability to work within a diverse tourism team.
- Ability to engender the trust of management, staff, community, and visitors.
- Proficiency in identifying problems and opportunities and an ability to resolve them in a timely manner.
- Ability to work with external stakeholders and contractors to deliver key marketing outcomes.
- Ability to work under pressure in a dynamic service delivery environment.

INTERPERSONAL SKILLS

- Possess a high level of communication, listening and persuasive skills.
- Ability to communicate confidently and represent Council at meetings.
- Self-motivated, with the ability to work in an individual or team environment and committed to achieving outcomes for the benefit of communities and Council.
- Ability to prepare concise and factual reports.

KEY SELECTION CRITERIA

Qualifications and Experience

- Tertiary qualification in Tourism, Marketing or Business or minimum of four years' experience in the tourism or marketing industry.
- Minimum four years' experience in assessing funding applications, providing feedback, acquitting grant agreements and reporting to Council on outcomes.
- Experience in delivering tourism marketing campaigns against existing strategies with a particular focus on regenerative tourism.
- Highly developed project management skills and experience in working on multiple projects at any time.
- Experience in representing Council at regional and state level key stakeholder meetings.
- Local government experience in a tourism context.

Other requirements

- Current Victorian driver's licence.
- You have the Right to live and work in Australia.
- A current Working with Children Check (WWCC). All positions within Council are required to have a current WWCC. All prospective employees cannot commence work with Council until they have a valid WWCC.
- Police Check results that are suitable for this position. All prospective employees will be required to undertake a national and/or international criminal history check before commencing employment with Council. This check will be conducted and paid for by Council.

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ORGANISATIONAL RESPONSIBILITIES

Child Safe Standards	Surf Coast Shire Council is committed to being a Child Safe Organisation where children and young people are protected, respected, and encouraged to reach their full potential. The Victorian Child Safe Standards are embedded across the organisation, our policies and procedures support the implementation of requirements under the Child Wellbeing and Safety Act 2005. Staff are expected to have and maintain a commitment to child safety, equity, inclusion and cultural safety.
Equal Opportunity	Surf Coast Shire Council is an equal opportunity employer. We ensure fair, equitable and non-discriminatory consideration is given to all applicants, regardless of age, gender, disability, marital status, pregnancy, sexual orientation, race, religious beliefs or other irrelevant factor. We recognise our proactive duty to ensure compliance with equal opportunity and other workplace-related legislation, and to eliminate all forms of discrimination.
Fraud and Corruption	To ensure Council's Fraud & Corruption policy and program are consistently observed and complied with, it is essential to apply sound fraud and corruption management practices within the workplace and community. Maintaining awareness through relevant training is crucial for all staff to meet their obligations and responsibilities related to fraud and corruption. Participation in the organisation's Fraud & Corruption training is a requirement to uphold these standards.
Record Keeping	Staff are required by legislation and internal policies to create full and accurate records that document official business activities of council.
Right to disconnect	In accordance with the new Australian right to disconnect legislation, this role acknowledges the importance of work-life balance and the employee's right to disconnect from work outside of regular working hours. However, and in addition to any obligations listed above, there may be occasional requirements to be available to take calls after hours or on weekends to address urgent matters or critical issues that arise.
Risk Management and Workplace Health & Safety	Ensure that work practices are conducted in line with Council's Workplace Health and Safety and Risk management policies, practices and relevant legislation. Observe safe work processes in accordance with training and instruction reporting any risks, hazards and incidents in a timely manner using the correct channels of communication.

Your electronic acceptance and signature, in our Careers Portal - ELMO, indicate your agreement to the duties and responsibilities outlined in this Position Description.