



Position Description

Position Title	:	Web and Marketing Officer
Position No	:	2508
Portfolio	:	Community Choice
Branch	:	Business and Innovation
Grade	:	10
Location	:	Primarily based at Council's Queanbeyan Site and alternate locations as operationally necessary

The Role:

Report to	:	Program Coordinator – Economic and Tourism
Responsible for	:	Senior on-site
Delegations	:	As detailed in Council's delegation register

Primary Purpose:

As a member of the Business and Innovation team, the position's primary purpose is to deliver on the following objective/s:

Objective:

- Promote the Queanbeyan-Palerang Region through the development and maintenance of various web and digital platforms.
- To promote Queanbeyan-Palerang region – its attractions, tourism services and tourism industry suppliers to visitor and locals alike

As a member of the Community Choice team, the position's ancillary purpose is to assist delivery on the following principles:

Principles

- *Service: Maintain seamless service delivery to communities in accord with adopted standards*
 - *Opportunity: Embrace opportunities to improve services and infrastructure for communities*
 - *Cohesion: Bring together and build on the strengths of strategies, structures, staff and systems*
 - *Engagement: Inform and involve communities, staff and other partners, including industry unions, in planning and implementing change*
 - *Integrity: Ensure ethical, open and accountable governance and administration*
 - *Respect: Value the knowledge and contributions of staff, communities and other partners*
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Key Accountabilities and Responsibilities

The position is accountable for:

- Senior on site supervision of staff's contribution to the VIC functions and web and marketing functions
- Contributing to workplace health and safety, risk, environmental and quality (HSEQ) objectives and targets
- Contributing constructively to culture of health and safety within the Council.
- Ensure monthly visitation statistics and annual and biannual inspections are maintained and collated and are provided in accordance with the Australian Visitor Information Centre (AVIC) requirements.
- Provide administrative support, periodic reporting and customer service to the VIC as required
- Develop and maintain various digital platforms including social media to promote the Queanbeyan-Palerang region as well as ensuring update information is available on upcoming events and relevant local information.
- Contribute to developing business and tourism industry networks through the provision of tourism information
- Maintain Australian Tourism Data Warehouse (ATDW) database to ensure up-to-date information on Queanbeyan-Palerang region tourism facilities and suppliers

The employer may direct the employee to carry out such duties that are within the limits of the employee's skill, competence and training.

Performance

Performance will be assessed on the skills set for the role together with the exhibition of behaviours assessed against the principles and organisational values.

Functional Capabilities for the role:

- Relevant qualifications in Business Administration or similar and/or extensive working experience.
- Relevant working experience in the development and maintenance of digital platforms to promote the region.
- Demonstrated ability to effectively use Microsoft suite of programs and electronic records management.
- Ability to plan, organise, set priorities and manage time,
- Ability to communicate effectively both in oral and written form to internal and external bodies, including excellent presentation skills.

Behavioural Capabilities for the Role

Capability	Element	Behaviour
Personal Excellence	Personal Attributes	<ul style="list-style-type: none"> Encourage others to and act yourself in an honest, ethical and professional manner at all times. Promote and establish an inclusive culture that recognises the need to respect others expertise, authority and area of responsibility. Looks for and encourages others to take advantage of opportunities to develop new skills. Does not entertain gossip or “one-up manship”
	Well-Being	<ul style="list-style-type: none"> Ensure self and colleagues are aware of work based personal stress and of solutions to mitigate their potential impact.
Optimising Outcomes	Analytical	<ul style="list-style-type: none"> Lead by example, promote and encourage team to gather and consider the required information to complete own work.
	Innovative	<ul style="list-style-type: none"> Explore and activate opportunities to enhance automated/technological functions to improve service delivery
	Holistic	<ul style="list-style-type: none"> Identify, escalate and contribute to the initiatives to resolve barriers to effectiveness and promote this within the team.
Constructive Relationships	Quality Communication	<ul style="list-style-type: none"> Ensure written and verbal communications are tailored according to audience.
	Team/Stakeholder Recognition & Engagement	<ul style="list-style-type: none"> Review and contribute input to the systems view to identify customers, partners & stakeholders.
	Collaborate & Cooperate for Optimum Outcomes	<ul style="list-style-type: none"> Support a culture based on collaborative effort that seeks out cross-organisational input.
	Humanistic and encouraging	<ul style="list-style-type: none"> Continually choose a constructive attitude.
	Staff Management (if relevant)	<ul style="list-style-type: none"> Provide leadership to the team by engaging and motivating them to deliver results and achieve the desired outcome.
Achievement	Accountability	<ul style="list-style-type: none"> Be output/outcome focus. Support systems which provide staff with the ability to deliver outputs/outcomes through expertise and efficient use of resources and commitment to quality. Ensure financial management policies and guidelines are understood and observed. Utilise procurement and contract management policies and guidelines and ensure compliance with them.
	Plan for and deliver results	<ul style="list-style-type: none"> Explore, and encourage others to explore a range of possibilities and creative alternatives to suggest improvement to systems and processes for business improvement. Set realistic goals for self and team, and work towards achieving them whilst still maintain flexible in order to overcome unforeseen obstacles.