

Grampians Wimmera Mallee Tourism

Position Title: Partnership Manager Wimmera Mallee Region

Organisation: Grampians Wimmera Mallee Tourism (GWM Tourism)

Location: Grampians & Wimmera Mallee Region, Victoria, Australia

About GWM Tourism:

GWM Tourism is a newly formed Visitor Economy partnership, and its charter is to deliver a coordinated approach to marketing, product development, industry development and infrastructure investment. We do this by supporting operators in the visitor economy, offering creative destination marketing opportunities and providing capacity building industry activities to raise the profile of our region and increase visitor yield, dispersal and length of stay.

GWM Tourism is the peak industry body for tourism in the Grampians Wimmera Mallee region. It is directly supported by Department of Jobs, Skills, Industry and Regions (Victorian State Government), Ararat Rural City, Horsham Rural City, Northern Grampians Shire, Southern Grampians Shire, West Wimmera Shire, Hindmarsh Shire, Yarriambiack Shire and Buloke Shire Council and over 300 industry partners.

Position Overview

We are seeking a self-motivated and innovative Partnership Manager for a newly created role reporting to the Chief Executive Officer and representing one of the State's new Visitor Economy Partnerships VEP's located in the stunning Wimmera Mallee region. This is an outstanding opportunity for a strategic leader to build and manage Partnerships across Wimmera Mallee region. The Partnership Manager will play a key role in facilitating new business growth, develop new products, and more broadly drive business revenue to grow the visitor economy and the positioning GWM Tourism as the leading tourism body for the region.

Responsibilities and duties

The Partnership Manager will play a key role in the developing and enhancing partnerships across the Wimmera Mallee region and facilitating new business sales, developing new products and drive business revenue to grow the visitor economy in the Wimmera Mallee region. The role will have a broad directive including assisting the CEO and board to deliver the strategic plan and annual business plan and assist in the development of the new Wimmera Mallee Destination Management Plan.

Stakeholder Partnership

- Develop, maintain & enhance the partnerships with the Wimmera Mallee LGA's, tourism industry members, local tourism organisations & key tourism marketing bodies.
- Grow the industry financial contribution to the marketing of the GWM Tourism Region.
- Facilitate communication between GWM Tourism and the regional industry networks.
- Co-ordinate the delivery of monthly GWM Tourism Industry eDMs.

Industry Development & Leadership

- Represent and advocate on behalf of Wimmera Mallee regionally via local government and industry stakeholder groups.
- Continue effective communication with industry networks, i.e. Local Tourism Associations, wine and food groups and accommodation group sector.
- Assist with organisation of industry forums and other industry development activities.
- Work closely with Economic Development staff within Shires and regional/state agencies in the delivery of region-wide, industry-specific development activities.
- Mentor and support tourism businesses as required.
- Actively support and engage with key stakeholders and partners for GWM Tourism. This will include participation and attendance at key meetings, events, and broader regional activities, as required.
- Working extensively with the industry and encourage industry participation and collaboration to achieve outcomes to drive the visitor economy.

Business Development

- Lead business case development for campaigns, initiatives, and product launches.
- Access grants/funds for initiatives through creative and professional submissions.
- Position Grampians Tourism as an industry leader through innovative product development and digital promotion.

General

- Operate independently, and utilise initiative to solve daily operational problems, within established operational guidelines.
- Facilitate a collaborative and team-based approach across all units within GWM Tourism and all key stakeholders.
- Support and assist in other areas of the business as required and directed by the CEO.
- Contribute to the monitoring and reporting of the region's performance and results. Assist in the preparation of reports, tracking and statistical summaries for reports as and when requested.
- Be proactive in updating industry and product knowledge, through regular attendance of product familiarisations, industry group meetings and forums, professional development programs, when offered, and use of the internet (where necessary) and industry publications.
- Responsible for the delivery of a new Wimmera Mallee Destination Plan and four local area action plans.

Position specific requirements.

- Current passport and driver's licence
- This position has a requirement to work out of hours, and it will involve some evening or weekend work.
- The position will require in region, metropolitan and some interstate travel.

Conditions.

- Reports to Chief Executive Officer.
- Manages external contractors, administration liaison.
- The employment is full-time for two-year fixed term.
- A three-month probation period will apply.
- GWM Tourism office in Horsham.
- Salary \$80,000 (plus Super).
- A car allowance of \$7,000 per year is provided.
- Laptop and mobile phone will be provided.

Enquiries:

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Applications close at 5pm on Friday 22nd March 2024. For further details on Grampians Tourism please visit our website: www.grampianstourism.com.au