



## INDUSTRY DEVELOPMENT MANAGER

Murray Regional Tourism (MRT) is a company established by an Agreement between Visit Victoria and Destination New South Wales and thirteen Local Government Councils in New South Wales and Victoria, whose purpose is to lead the development and growth of the tourism industry across the Murray Region, as defined by the thirteen Council boundaries.

### The Position

Position	Industry Development Manager
Employment Type	Full Time 38 hours per week
Period of employment	Position is for an initial 2 year contract subject to 3 month probation period.

### Vision of MRT

By 2024, MRT will be leader of, and advocate for the tourism industry in the Murray Region. The Murray region has been decimated by bushfires, blue green algae outbreaks and now the long-term and ongoing relentless impacts of COVID-19. MRT will be recognized as having facilitated and organized innovative leading edge marketing and industry improvement activities that have led to significant growth in visitation to, and quality of tourism service delivery in, the Region. MRT and Local Government Members of MRT will have worked collaboratively with State and Federal Government Authorities to bring about a tourism product offer that caters to market demand, seizing opportunities to ensure the region's visitor economy recovers and importantly builds back better and stronger. The organisation will be seen as integral to the ongoing strength of the Region's tourism industry and have a reputation for being pro-active, engaging and financially sustainable.

Our role is to inspire, influence and lead positive tourism outcomes through partnerships across the Murray.

Murray Regional Tourism's purpose is to develop a holistic approach to the effective coordination of tourism activities, as well as growing the visitor economy in the Murray Region. The five strategic priorities of The Murray Regional Tourism are Regional Marketing; Product Development; Leadership & Advocacy; Industry Development and Governance and Sustainability.

### The Role

The incumbent in this role will be responsible to the organisation, its stakeholders and to the industry to develop, drive and undertake a cost effective, creative, dynamic industry and product/ experience development program for the Murray Region building resilience and capacity of the sector. The program will be delivered in conjunction, and with consultative engagement with the Board, State agencies, Regional and Local Tourism Associations and other agencies with interests in the Region to grow and develop the Region's tourism industry.

## Reporting Relationship

This position reports directly to the CEO.

In addition, the role requires strong liaison with the Board, Staff and externally with Visit Victoria, Destination NSW, TEVE, local government tourism & economic development staff, regional tourism organisations & tourism industry operators.

## Key Responsibilities

- Develop and deliver the Tourism Excellence Education Program to the regions operators and industry.
- Identification of key skills gaps within the Murray region and implement strategies and training programs to address gaps.
- Develop and Manage annual budgets and plans with associated performance measures to implement strategic objectives for the organisation.
- Facilitate investment attraction and support private and public sector projects
- Manage and keep updated relevant online resources to connect and communicate with industry and our stakeholders.
- Implement a strategic approach to tourism crisis management through the activation of the crisis plan, engagement with stakeholders, deliver workshops, seminars, and training opportunities to build resilience.
- Coordinate workshops and forums across the Murray region for both key stakeholders and industry.
- Work with industry and stakeholders to identify and assist in the development of new or reinvigorated product and experiences for the region.
- Development and management of grant funding applications and funding for key strategic projects and initiatives.
- Delivery and management of key strategic projects.
- Undertake research to gain industry and stakeholder insights
- Coordinate an International mentoring program and provide ongoing support to operators to assist grow international ready product.
- Provide detailed reports and accounting reports for projects being managed.
- Development and management of the regions Tourism awards mentoring program ensuring alignment to both state programs.
- Develop and manage consultants and contract agreements in delivering projects.

## Stakeholder & Industry Advocacy

- Represent and advocate on behalf of Murray Regional Tourism via local government and industry stakeholder groups;
- Support the work of the CEO and Board;
- Liaise with and support Visit Victoria, TEVE and Destination NSW to assist in the delivery of industry growth plans
- Communicate on a regular basis with industry and key stakeholders.

## Key Selection Criteria

- A proven record in product and experience development
- Strong business development, engagement and mentoring skills
- Previous experience in business resilience planning and recovery
- High level of Analytical, Investigative and negotiation skills
- Strong Project and Budget Management skills
- Commitment to developing, implementing, and maintaining co-operative working relationships within the organisation and externally with businesses, industry associations, sponsors, local government and state government
- Outstanding communication and presentation skills
- Detailed knowledge and understanding and an ability to achieve growth in the Region's tourism industry.
- High level organisation and planning skills.
- Strong strategic planning principles and development experience
- A capacity to instigate, develop, nurture industry networks.
- Previous experience with monitoring and management of digital assets and online systems
- A capacity to prepare sophisticated but succinct reports, strategies and plans.
- Ability to set, reach and exceed targets performance measures
- Creative thinker and problem-solving skills
- Well-developed interpersonal skills, including the ability to influence and manage relationships with the CEO, other staff, other agencies, stakeholders and service providers.
- Good understanding of the Murray regions key visitor experiences, product, industry structures and opportunities to grow new markets
- Demonstrated ability to develop, manage and report against a comprehensive budget
- Advanced computer skills, including ability to pick up new technology quickly. Proven high level competence in Microsoft Software including Word, Excel, Power Point, Adobe, and data base management

## Management Skills

- Ability to manage projects from conception through to implementation and evaluation
- Demonstrated ability to work independently as well as to participate in activities as a team member
- Ability to set priorities, plan workloads, meet deadlines and achieve objectives efficiently
- Ability to handle a variety of complex issues concurrently and with minimal supervision

## Interpersonal Skills

- Ability to construct and articulate persuasive arguments, negotiate and resolve problems with a wide range of stakeholders;
- Ability to gain cooperation and assistance from staff, management and other organisations

## Qualifications & Experience

- Tertiary qualifications in Tourism or Business preferred, however extensive experience will be considered favourably
- Experience in the delivery of tourism product / experience development and industry development activities

- Proven experience across the domestic and international tourism environment with an understanding of regional tourism preferred
- Extensive experience in destination management, planning and facilitation
- Current Australian State Driver's License.

### Occupational health & Safety

1. Take reasonable care to ensure personal safety and health at work and that of other persons in the work place.
2. Observe common safe working practices.
3. Report ALL accidents, incidents and hazardous situations arising in the course of work.

### Salary and conditions

An attractive package will be negotiated with the successful applicant in accordance with experience.

The position is based in Echuca and is Full Time 38 hours per week. There may be a requirement from time to time for out of hours work. Overtime will not be paid, however leave in lieu will be granted for out of hour's work where that brings about a work load in a fortnightly period in excess of an average of 80 hours.

Victorian public holidays will be recognised.

### Application Process

Applications addressing the Key Selection Criteria and current referees should be emailed to [ea@mrtb.com.au](mailto:ea@mrtb.com.au)

Direct applications to: Mark Francis, CEO Murray Regional Tourism

For additional information please contact the CEO on 5480 7110.