



Eden Visitor Information Centre Manager

Eden's Visitor Information Centre (EVIC) is set in magnificent Twofold Bay, one of the deepest natural harbours in the Southern Hemisphere. Eden has a rich and unique history, whale watching, fishing, diving, National Parks to explore and fresh seafood straight out of the ocean are among the many attractions to the area.

Job Summary

Eden is located on the South Coast of NSW and is ideally located half-way between Melbourne and Sydney. The township of Eden has a population of just over 3,000 residents and prides itself on providing a strong community lifestyle with a proud history.

As the area continues to experience growth, Eden Tourism Inc is seeking a motivated individual with experience in the development of regional tourism.

The ideal candidate is highly motivated, personable, articulate with excellent written and oral communication and computer skills. Experience with social media marketing, basic graphic design, photography, networking and collaboration is a key component. The person has the ability to organise work, set priorities, meet critical deadlines and follow up on tasks with minimal direction and oversight; and can apply creative thinking to solutions.

The role of the EVIC Manager is to direct and coordinate a comprehensive program of tourism development and promotion for Eden and the surrounding area. The primary responsibility of the Centre Manager is to grow tourism-related revenues/activities through the effective use of strategic planning, leadership skills, community assets, industry knowledge and relationships, and evolving tourism practices.

This position will represent Eden and the surrounding community in the tourism industry, including developing and maintaining relationships within the travel region, cooperative tourism partnerships, and others. The Manager may also be required for public speaking presentations, technical training and requests from local governments to provide informative guidance.

Working Conditions: EVIC will be taking occupation of the new Welcome Centre, based right on the water at Snug Cove in the heart of the town. The Centre is due for completion in October, and Eden Tourism Inc. will take occupation from 1 November 2020.

Work is predominantly in an office setting but will require mobility during special events and conferences. In this position, it is necessary that the hours and days of the week be flexible. Working public holidays and weekends will be required on a rotating roster basis. Travel and attendance at town, regional, or state meetings, conferences and events may be required.

The Manager's role is supported by a part-time administration / book-keeping role and a team of committed volunteers.

Responsibilities and Duties

- Oversee the operation and ongoing development of the Eden Visitor Information Centre;
- Play a leading role in delivering visitor experiences and tourism trends;
- Grow the region's status as a Destination of Choice.

Duties and responsibilities of the Centre Manager include, but are not limited to, the following;

- Market the Centre to current members of the Eden Visitor Information Centre (EVIC) organisation and actively seek and recruit new members from those engaged in tourism or allied industries;
- Maintain relationships with Members and maintain up-to-date member records at all times;
- Sensitively manage volunteer staff at the Centre including overseeing day-to-day rosters; motivate and maintain harmony amongst the volunteer group;
- Organise familiarisation tours and training for volunteers as required;
- Fill in at enquiry counter in the absence of volunteers, where required;
- Maintain and grow the revenue objectives of the Board;
- Manage the procurement of all Centre supplies, including stationery and other needs. This includes maintaining and enhancing merchandise inventory:
 - Re-ordering as necessary
 - Performing yearly stock takes
 - Maintaining product displays and information and seeking out new product information when appropriate
 - Working with Board members and volunteers on the overall presentation and maintenance of the Centre
 - Overseeing distribution of literature to local points, and to regional visitor centres;
- Maintain a working knowledge of all tourism products available in the local region;
- Co-ordinate marketing and promotions as determined by the Board and in partnership with Sapphire Coast Destination Marketing (SCDM) and other industry bodies where appropriate;
- Respond to customer enquiries efficiently and courteously when required;
- Assist the Board as follows:
 - Preparing for and attend Board Meeting quarterly as agreed with the Chairperson;
 - Providing electronic reports to all Board Members by email monthly;
- Present Financial Reports for each Board Meeting including:
 - Balance Sheet (estimates may be included for items such as inventories);
 - Profit & Loss for last period and Profit & Lost for last Year Analyses;
 - List of payments made and reasons for expenditure;
 - Estimated cash flow for remainder of year;
 - Any changes in membership numbers;
- Report directly to the Chairperson in regard to any matter relevant to the proper functioning of the Centre and respond to requests and queries from the Chairperson in a timely manner;
- Report any dispute or complaint by any EVIC member or member of the public to the Chairperson immediately, together with a plan to rectify the situation if warranted;
- Update and maintain procedural manuals for the Centre as required
- Maintain the principles of OH&S and EEO throughout all work practices at the Centre;
- Other duties as required by the Board.

Qualifications and Skills

The successful applicant will demonstrate in his/her application that they have the ability, skills / qualifications and experience to manage all the requirements of this role.

This position will be based on a 38 hour working week under the Amusement, Events and Recreation Award 2020 with the level of payment to be based on the relevant experience of the successful applicant.

Flexible working arrangements will be considered by mutual agreement and according to operational requirements. This position will include weekend work from time to time based on operational requirements.

Shortlisted applicants may be required to undertake a Pre-employment Medical Screening including Alcohol & Other Drugs Testing.

Please contact Lana Wills (Staff Liaison) on 0427 962 027 if you have any questions about this position. Applications close at **5.00pm on Monday, 10th August 2020**. Applications should be emailed to: info@catbalou.com.au .

Eden Tourism Inc is committed to the principles and practices of Equal Employment Opportunity and Cultural Diversity.

ALL APPLICANTS MUST ADDRESS EACH OF THE SELECTION CRITERIA LISTED BELOW.

SELECTION CRITERIA

Essential: Please provide a list of qualifications or experience in relation to the following:

- Certificate IV in Tourism, Business (or similar) OR equivalent relevant experience
- Demonstrated understanding of the Destination Development landscape
- Experience in delivering and developing tourism products and experiences
- Effective volunteer management
- Current driver licence

Desirable:

1. Outline your experience in management / administration / financial management / staff management etc. Use this answer to provide reasons why you feel you have the fundamental skills to successfully manage EVIC. If you do not have relevant experience, outline your qualifications and how you might transfer those to a real life situation.
2. Provide us with an understanding of your knowledge of Eden and its surrounding region including the main USPs (Unique Selling Points) that Eden and the Sapphire Coast has over other Australian destinations.
3. Outline your experience in destination or tourism marketing. Provide examples of the type of marketing you have undertaken in the past, with reference to measurable outcomes. This role will have a particular focus on digital marketing.
4. Our EVIC relies on the support of its financial members – generally businesses directly or indirectly affected by tourist visitation to town. Give us some examples of how you might engage with our members to ensure retention of their support into the future.
5. Our EVIC volunteers are our backbone so understanding volunteer management is key. Outline any previous experience as a volunteer yourself and/or any interaction you've had with volunteer groups.
6. Your story: this is your chance to help us understand why you would be ideal for this job. Tell us why we should hire you.
7. Referees: please provide contact details for two (2) referees.