



## Tourism & Economic Development Officer

<b>Position Number:</b>	69	<b>Department:</b>	Lifestyle & Community
<b>Level:</b>	4	<b>Award:</b>	Local Government Officers' Award
<b>Remuneration:</b>	\$77,723.74 Base Salary	plus of salary, superannuation, housing and district allowances (if eligible) is available to the successful candidate, depending on experience, skills and qualifications.	
<b>Reports to:</b>	Tourism Coordinator	<b>Direct Reports:</b>	Nil
<b>Last Reviewed:</b>	Senior People & Culture Officer	<b>Date:</b>	20/08/2025
<b>Approved:</b>	Executive Manager Lifestyle & Community	<b>Date:</b>	20/08/2025

## OUR ORGANISATION

The Shire of Carnarvon provides excellent customer service across a wide range of programs, facilities and services that contribute to maintaining and enhancing our community. At the heart of our organisation are our values which underpin how our employees perform their duties and engage with the community and stakeholders.

**Our CARECHIP is what gives us the drive to serve our community.**

We take pride in knowing that our employees and new recruits share our values, and we like to think that everyone who chooses to collaborate with us brings this CARECHIP with them.

C	A	R	E	C	H	I	P
Courage	Authenticity	Respect	Excellence	Cohesion	Humility	Inclusion	Passion

## POSITION OVERVIEW

The Tourism & Economic Development Officer supports the delivery of tourism and business initiatives that enhance the visitor experience and strengthen the economic prosperity of Carnarvon.

Working within the broader Lifestyle and Community team, and based at the Visitor Centre, the role will also require the Officer to learn and perform visitor servicing functions, including providing visitor information, managing retail sales, and processing bookings.

This role provides project coordination, stakeholder engagement, content creation, and administrative support to implement strategic priorities outlined in the Shire of Carnarvon's Strategic Community Plan and Corporate Business Plan.

## COMMUNITY STRATEGIC OBJECTIVES

In 2040 Carnarvon is a place where:

- ★ Our equitable community is actively involved in and are responsible for developing innovative, local solutions that transcend our region for a safe and unified 6701.
- ★ Our economy fosters investment and productivity in industries befitting Carnarvon's physical and natural environment and that grow our horizons.
- ★ Our sustainable livelihoods create a community that can flourish into the future.
- ★ Our holistic health care facilities provide services from the womb to the grave.
- ★ Our educational opportunities from early childhood to adulthood are tailored and relevant to the individual.

- ★ Our infrastructure, housing and amenities are high quality and accessible.
- ★ Our community acknowledges our history and celebrates our diverse cultures.
- ★ Our community is engaged, inclusive and supportive.

#### KEY ROLE OUTCOMES

- ★ Demonstrate successful leadership through the application of the Shire's core values by promoting a work culture of sustainability, quality improvement, efficiency, and excellent customer service that corresponds to our Code of Conduct and Customer Service Charter.
- ★ Ensure compliance with the Local Government Act (WA) 1995 and any relevant legislation.
- ★ A commitment to a safe work environment and WHS legislation, policy and processes.
- ★ Develop and manage projects, campaigns, and events to promote Carnarvon as a tourist destination.
- ★ Implement programs and initiatives to foster local business growth, investment, and collaboration.
- ★ Provide direct, professional, and accurate information and services at the Carnarvon Visitor Centre
- ★ Produce engaging content for various platforms, including websites, social media, and publications, to promote initiatives
- ★ Handle retail operations at the visitor center, including sales, merchandising, and processing tour bookings
- ★ Offer high-level administrative support, monitoring project timelines, budgets, and compliance
- ★ Enhance the economic vibrancy of the Shire through community projects, partnerships, and communication

#### WORK HEALTH SAFETY RESPONSIBILITIES

- ★ To take reasonable care for their own safety and health and to avoid harming the safety and health of other people through any act or omission at Shire workplaces. And as relevant:
- ★ Proactively comply with all Shire WHS Policies, Procedures, and Guidelines, Practice, duties and other relevant conditions. As well as with the WA WHS Act 2020, WHS (General) Regulations 2022, all other relevant Regulations, Codes of Practice and Australian Standards
- ★ As far as reasonably possible comply with instructions given by their employer or an authorised person in the interests of safety and health and in accordance with the WHS Act.
- ★ Must report to their manager, supervisor, WHS Representative, PC&S and/or other relevant contact person work related injuries, near misses and any hazards at the workplace that they cannot correct themselves.
- ★ Must use, store and maintain personal protective equipment as properly instructed, and not damage or misuse any equipment or facilities provided in the interests of safety and health.
- ★ Participate in and where possible provide leadership for a continuous improvement culture of safety where best practice initiatives are entrenched in daily business activities.

#### LICENCES, REGISTRATIONS, MEMBERSHIPS OR QUALIFICATIONS REQUIRED OF THE ROLE

- ★ Current Western Australia Driver's License.

#### ESSENTIAL CRITERIA

- ★ Highly developed ability to uphold a values-based approach in the workplace.
- ★ Highly effective communication skills (written and verbal) including ability to prepare initial reports, letters, emails and assist with applications.
- ★ Proficiency in researching, evaluating and analysing data and processes in order to develop and implement efficient businesses processes and procedures across a complex environment.
- ★ Previous relevant experience with demonstrated communication and strong customer service skills in the provision of information in person, email, telephone and other standard business correspondence.
- ★ Developed knowledge of the relevant legislation, policies, standards, regulations and procedures supporting the business practices relevant to the area of work.
- ★ Strong time management skills and attention to detail, with the ability to resolve problems and follow tasks through to completion accurately and on time.

- ★ Flexibility and willingness to work outside standard hours, including evenings and weekends, as required by the direction of the Tourism Coordinator.

#### DESIRABLE CRITERIA

- ★ Qualifications relevant to the role or equivalent industry experience.

#### POSITION COMPETENCIES

Experience	
Focus of Role	Administrative
Experience Level	Specialist knowledge in the context of the organisational requirements.
Tasks	
Context Method	Variety of tasks in trade, technical or administrative practices.
Skill Level	Written and communication skills involving numerical skills, organising skills, data collection, or other operational skills.
Judgement and problem Solving	
Problem Solving	Choose from alternative approved options in diagnosing and solving problems.
Judgement	Interpret and apply from a combination or range of responses within an established framework.
Supervision and Independence	
Level of Supervision	General direction is given on assignments, with the approach and method selected by the employee.
Organisational Relationships and Impact	
Work Area Relationships	Sound knowledge of the impact on other work areas, seek approval from senior staff on changes to procedure, schedule or routines.
Public/Other Staff Relationships	Effective communication within standard work processes
Impact	Decisions made directly impact own work area and related work areas
Interpersonal Skills	Effective communication with members of the public, clients and other staff and the resolution of routine and usual matters.
Job Competencies	
Time Management	Advanced: Able to manage multiple competing tasks and prioritise amongst a range of functions. May assist others with time management.
Conflict Resolution	Intermediate: Able to handle a range of routine and usual requests from staff or members of the public and resolve minor differences of opinion and/or requiring further explanation.
Planning & Organisation Skills	Intermediate: Applies discretion in own task sequencing, may develop job specific systems to assist in the completion of allocated tasks.
Safety Procedures	Fundamental: Applies JSAs, SWMS and other safety procedures to own work and immediate work area. Maintains a safe workplace and actively participants in hazard identification and reporting.
Administration Skills	Advanced: Able to set up administrative processes, including record keeping, filing, and tracking systems and train others in the use of these processes and systems.
Equipment Operation	N/A
Supervision Skills	N/A

<b>Project Management</b>	Intermediate: Contributes to the achievement of project plans by monitoring compliance functions, deliverables relating to part of the project plan. May provide assistance with forward planning, estimating and budgeting requirements of project.
<b>Policy and Procedure Development</b>	N/A
<b>Policy or Legislative Interpretation</b>	Intermediate: Apply knowledge of policy framework to procedures and tasks, including providing advice and interpretation to staff and members of the public.
<b>Report Writing</b>	Intermediate: Undertake initial or straightforward drafting of reports, submissions or non-standard correspondence.
<b>Budgeting Skills</b>	Intermediate: Develop project, program or smaller work area budgets, which may be subject to further review or require to be managed within an overall Department budget.
<b>Customer Service Skills</b>	Intermediate: Transactional style or routine interaction with members of the public involving known queries.
<b>Decision Making Skills</b>	Fundamental: Decisions made impact on local work areas and team.
<b>Management Skills</b>	N/A

#### PREEMPLOYMENT SCREENING REQUIRED FOR THIS ROLE

- ★ National Police Clearance - Less than 6 months old
- ★ Pre-employment Medical Screening
- ★ Alcohol and Other Drug screening

#### REMUNERATION AND BENEFITS

The successful applicant will join the Lifestyle & Community Team with a starting salary from \$ 77,723.74 per annum, plus allowances (if eligible) and superannuation.

#### Other cash benefits include but not limited to

\$ 4,592.47 p/a Housing Allowance  
 \$ 1,201.11 p/a District Allowance  
 \$ 1,307.85 p/a Annual Leave Loading 17.5%  
 \$ 10,022.08 p/a Superannuation (Statutory)  
 \$ 1,670.35 p/a Superannuation additional 2% (Optional, subject to employee salary sacrifice)\*  
 \$ 3,500.00 Retention bonus upon completion of 3 years of service\*  
 \$ 440.00 p/a Annual Leave Travel Assistance

#### Leave Entitlements\*

5 Weeks Annual Leave  
 2 Local Government Public Holidays  
 10 Days of Paid Personal Leave  
 10 Days of Paid Pandemic Leave  
 38 Hours of Paid Volunteer Emergency Services Leave

#### Additional Allowances and Subsidies as per Attraction and Retention Policy\*

Salary Sacrificing for a range of benefits  
 Annual Leave Travel Assistance Payment  
 Local Club Membership Subsidies  
 Gym Membership Subsidy  
 Annual Pass for Aquatic Centre

*\*Subject to Corporate Policy*

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.