

| Position Outline | |
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| Title: | Chief Executive Officer (CEO) |
| Position Summary: | The CEO will effectively lead and manage the Tourism Port Douglas Daintree (TPDD) team and operations, work closely with TPDD members, leverage tourism industry relationships, and be responsible for enhancing the reputation of both the destination and the organisation through active involvement in delivering the organisation's business plan and strategy. |
| Remuneration: | To be determined relevant to experience. |
| Term: | 3-year contract |
| Position Reports To: | Chairman of the Board of Directors |
| Direct Reports: | <ul style="list-style-type: none"> • Business Development Executive • Administration Assistant |
| Industry Relationships <ul style="list-style-type: none"> • Mayor, councillors, CEO and senior staff of the Douglas Shire Council • CEO and senior staff of Tourism Tropical North Queensland, Tourism and Events Queensland, Queensland Tourism Industry Council, Tourism Australia and Ecotourism Australia • Travel Trade & Industry Media representatives • TPDD members • State member for Cook • Federal member for Leichardt • Senior staff at key Federal and State Government departments as appropriate • President – Port Douglas Chamber of Commerce | |
| Background <p>Tourism Port Douglas Daintree is one of Queensland's most successful Local Tourism Organisations. While working closely with Tourism Tropical North Queensland as part of the Queensland Regional Tourism network TPDD is responsible for Destination Marketing activities for the tourism industry of Douglas Shire Council Region.</p> <p>Port Douglas Daintree Tourism Limited, trading as Tourism Port Douglas Daintree (TPDD), is a not-for-profit company limited by guarantee. It is a membership-based organisation governed by a skills-based board of directors. TPDD provides industry support in respect to co-ordinated promotional and destination marketing activities and mentoring of member products.</p> <p>TPDD works in partnership with its member businesses, council and regional/national bodies to market the destination domestically and internationally and drive visitation to the region.</p> | |
| Key Accountabilities | |
| Strategy Development, Planning and Reporting <ul style="list-style-type: none"> • Lead the strategic direction, business and financial management of TPDD. • Develop TPDD strategies in consultation with industry, tourism organisations and Board. • Drive organisational funding development initiatives. • Ensure the Board of Directors is kept fully informed of progress towards strategic objectives. • Ensure regular informal contact is maintained with the Board. | |

Team Management and Leadership

- Build and maintain a high performing team through effective management, communication and mentoring of staff and contractors.
- Provide clear leadership and foster a team culture consistent with the organisation's values.
- Ensure the recruitment of appropriately skilled staff.

Destination Marketing

- In consultation with members and industry develop an annual marketing plan.
- Develop a digital strategy to align website and social channels with marketing strategy.
- Guide the Wedding and Business Events marketing activities.
- Ensure the destination performance achieves above market performance growth.

Relationship Management

- Build and maintain strong relationships with TPDD members and ensure they are fully informed of progress towards strategic objectives.
- Build and maintain strong relationships with stakeholders identified under Industry Relations.
- Provide proactive leadership in assisting with the strategic direction of both local, Queensland and Australia tourism.
- Represent TPDD in the media and ensure a positive media profile is maintained for the destination and the organisation.
- Ensure TPDD is recognised as providing industry leadership and a coordinated focus for destination marketing related activity.
- Provide advice and industry information to operators, prospective investors, local government representatives and the media.
- Represent the industry at relevant business functions including where required, undertaking public speaking engagements.

Douglas Shire Council

- Secure ongoing funding from the Douglas Shire Council.
- Keep the Council well informed of the performance of TPDD linked to the terms of the funding agreement.
- Present annual Strategic and Marketing Plans to Council detailing the key outcomes that TPDD will achieve.

Financial Management

- Strengthen the organisation's financial base and income stream.
- Develop annual budget.
- Ensure approved financial targets are achieved.
- Establish funding partnerships outside of Douglas Shire Council.
- Investigate and apply for grant funding opportunities as they become available.

Operational Management

- Ensure the organisation's administrative structure is effective in supporting organisational goals.
- Produce and publish an Annual Management and Financial Report.
- Ensure accounting and management information systems are in place which provide accurate and timely information.
- Take all practicable steps to ensure a safe and healthy workplace by promoting, implementing and abiding by all applicable Health and Safety legislation, regulations, Approved Codes of Practice, policies and procedures.
- Ensure WH&S and Workcover Claims are managed within reasonable parameters.
- Undertake in a timely and accurate manner in accordance with organisational policies and procedures any other duties as directed by the Board from time to time.

Key Competencies

1. Leadership

- Demonstrated initiative, dependability, reliability, energy and tenacity in achieving results that will maximise service delivery, marketing effectiveness, financial performance and achievement of the corporate goals and objectives.
- Demonstrate understanding, passion and enthusiasm for the organisation's vision.
- Lead others to achieve organisational goals and high levels of performance.
- Lead the team by example and demonstrate a professional, empowering and flexible leadership style that encourages respect and credibility.
- Demonstrate stable, reliable performance under pressure.
- Strong commitment to improving processes and systems to enhance quality of delivery.

2. Relationship Management

- Ability to form and maintain positive, strong working relationships with TPDD members and key stakeholders to facilitate the accomplishment of organisational goals.
- Build and maintain effective working relationships with senior executives of key industry organisations, local and state government.
- Ability to align organisational strategies with stakeholder groups.
- Strong relationship building, networking, negotiation, and conflict resolution skills.
- Political awareness and diplomacy skills.

3. Strategy Development

- Ability to develop, implement and evaluate strategies including managing workloads and resources.
- Ability to adapt strategies quickly and effectively to changing environments.
- Strong analytical skills.

4. Communication Skills

- A strong communicator, facilitator and presenter – relate well to a wide variety of people from different cultural backgrounds.
- Ability to produce high quality written material.

5. Interpersonal Style

- Personal commitment to organisational excellence – displays honesty, integrity and a strong sense of ethics in all decisions and actions.
- Maintain a positive presence which commands respect from staff, members and stakeholders.

Skills, Qualifications and Attributes Required

Education

- A tertiary qualification in Business, Marketing or Tourism Management is desirable.
- Suitable qualifications in management are advantageous.

Experience

- Executive management experience in the tourism sector.
- Good reputation within the tourism industry.
- Proven marketing expertise.
- An understanding of local tourism destinations.
- Proven ability to lead and motivate a team of marketing professionals.
- Capable media spokesperson, public speaker and facilitator.
- Multi-faceted community engagement experience.
- Problem solving and negotiation skills.
- Proven financial management skills.

Applications

Applications should include a covering letter outlining relevant competencies and experience.
Applications will need to be received no later than 10am (AEST) on Monday the 23rd of October 2023.