Title: Enterprise Development Officer

Instrument: Torres Strait Island Regional Council Certified Agreement 2015-2017

Stream: General Stream, Administrative, Technical, Community Service, Supervisory and Managerial (other than Indigenous Councils) Group (Level 4, Wage Level 11-13)

Status: Fixed Term, Full Time

Department: Corporate Affairs & Engagement

Reports to: Head of Corporate Affairs & Engagement

Location: Any TSIRC Division or Office

POSITION OVERVIEW

The Enterprise Development Officer role sits within the Enterprise Development business function, which has a strategic focus on two key outcomes:

- Creating a model of sustainable enterprise for the community, through employment and economic participation via business and procurement opportunities.
- Creating a model of sustainable enterprise for Council, through Council owned assets and service revenue.

This position is funded under a Torres Strait Regional Authority (TSRA) grant that facilitates a regional tourism strategy, encapsulating our Council (TSIRC), Northern Peninsula Regional Council (NPARC), Torres Shire Council (TSC), and Tourism Tropical North Queensland (TTNQ). Officers are appointed within TSIRC, NPARC & TSC respectively, with a Regional Tourism Coordinator appointed within TTNQ.
KEY RESPONSIBILITIES

The primary focus for this role is to investigate and define an overarching visitor strategy for the TSIRC Divisions (Islands) that;

- Enables the Enterprise Development Strategy and TSIRC Corporate Plan
- Aligns to the Torres Strait & Northern Area Peninsula Regional Plan
- Provides a sustainable foundation for future enterprise growth, specifically in regard to tourism and visitor services
- Investigates ignition and support models for existing and new businesses, and employment strategies to attract investment into the region
- Models ‘fee for service’ and service insourcing revenue opportunities
- Outlines potential opportunities against typical visitor markets, detailing risk mitigation, such as biosecurity, border protection and other relevant areas specific to this region
- Investigates attraction models for visitors, business and investment to the area through a shared networking approach with business, government and other interested parties
- Investigates media & digital strategies to grow regional enterprise development

KEY TASKS

- Mapping of the end to end visitor process within TSIRC divisions, noting nuances and detailed gap analysis
- Audit of existing Council accommodation and associated visitor facilities, such as catering, etc., within each division, preparing content for promotion on Council digital channels
- Work with divisions to increase service standards in Council accommodation to support the overarching enterprise development strategy
- Work with the relevant industries, such as tourism, Council Campaign & Events Coordinator and other Council sections to strategically grow existing events and to develop new events that contribute to increasing numbers of visitors including overnight stays and generate positive media exposure for the region
- Assist in delivery and co-ordination of Council events, celebratory days and promotional activities
- Work closely with NPARC, TSC, & TTNQ to create shared opportunities and growth of overarching regional strategy, and liaise with Tourism Queensland in relation to enterprise development opportunities
- Investigate and build a referral model for business and industry operators to access appropriate funding sources and/or community grants to support economic stimulation, including business advocacy services
- Undertake the strategic development of regional and industry related opportunities, through an integrated approach that includes consultation and cooperation between Council, industry and other government agencies
- Liaise with industry, local, state and federal governments in regard to promotional, opportunities, co-operative funding recommendations
- Investigate data collection models, implement where required and collate all appropriate statistics in relation to industry development, including visitor data
- Provide timely and effective customer service to all contacts via phone, email, web enquiry, social media or face to face this encompasses staff, contractors, business and visitors
- Represent Council at key industry events promotional and development forums, seminars and consumer shows where approved by Council
Assist with and undertake general day-to-day administrative duties including databases
Provide Identify and promote industry development opportunities
Maintain a database of operators, industry contacts and other applicable stakeholders
Provide industry partners with a range of business development and networking opportunities
Provide strategic direction recommendations, through the development of TSIRC Visitor & Enterprise Development strategies for the ongoing development of the Region's enterprise initiatives
Participate in special projects and perform any other duties as required

OTHER CONDITIONS / REQUIREMENTS

Occasional travel to the Torres Strait Islands is a requirement of this position. The preferred applicant will be required to apply for a National Police Certificate and working with before appointment.
TSIRC employees may be required to have immunisations as a control measure against infectious disease if there is a requirement to travel
The employee shall comply with relevant WHS legislation, Codes of Practice and Council's Workplace Health and Safety Management System. Specifically, the employee shall be aware of, and comply with, WHS Responsibility Statement relevant to the position
Where the health and safety requirements of your duties are identified as high risk those tasks will be allocated according to your capability & level of training
The employee is expected to carry out their duties in accordance with the relevant legislation and Council policies including but not limited to: a) workplace health and safety, b) anti-discrimination, c) equal employment opportunity, d) confidentiality, e) local government principles and f) Ailan Kastom.

PREFERRED SKILLS / QUALIFICATIONS

• Tertiary qualifications or progression towards a Tourism, Marketing, Hospitality or other qualifications suitable to the role, is desirable
• Extensive experience in a similar role stimulating interest, growth and economic prosperity for a regional centre. A minimum of two (2) years in the tourism sector or with a tourist enterprise
• Experience working within a Local Government setting or working closely on projects for/with Local Government staff and/or elected representatives
• A comprehensive knowledge and understanding of languages specific to the Torres Strait including: Meriam Mer, Kala Lagaw Ya, and Creole would be highly desirable
WHAT YOU NEED TO KNOW ABOUT APPLYING FOR THE POSITION

Applications close at 5.00 pm on Thursday, 18 April 2019.

To apply for this position, please submit:

- A covering letter of no more than two (2) pages and your resume.
- Identify how your knowledge, skills, experience, personal attributes and qualifications are most relevant to the position. "How To Apply - Information for Applicants" here.

Email applications to: Recruitment@tsirc.qld.gov.au

If you do not have internet access and are unable to submit your application online please contact Recruitment Officer, May Mosby on (07) 4034 5731 between 8.30am to 5pm Monday to Friday, to enquire about alternative arrangements. Hand written applications will be accepted.

Please note that late applications will not be accepted.