

POSITION TITLE:	Tourism Events Officer
POSITION NUMBER:	2155
DIVISION:	Corporate and Commercial Services
SECTION:	Economic Development
GRADE:	9
DELEGATIONS:	None
POSITION FTE HOURS:	35

PRIMARY PURPOSE

The Tourism Experience Officer supports the growth of Orange’s visitor economy by assisting the Tourism Lead in delivering projects aligned with the Destination Management Plan and Economic Development Strategy. The role contributes to destination marketing through Orange360 and helps drive initiatives that strengthen tourism across the region.

In addition, the position is responsible for planning and delivering a diverse calendar of Council and community events that enhance Orange’s liveability and attract visitors. This includes coordinating logistics, ensuring compliance with legislation and regulations, collaborating with stakeholders, and creating high-quality experiences that showcase the Orange LGA.

SECTIONAL STRUCTURE



QUALIFICATIONS AND LICENCES

- Bachelor's degree in Event Management, Hospitality, Tourism, Marketing, or relevant discipline
- Current Drivers Licence

SKILLS AND EXPERIENCE

- Proven significant experience in event planning, production and delivery safely and successfully.
- Strong organisational and project management skills.
- Strong attention to detail, ensuring accuracy and precision in all tasks and deliverables.
- Excellent communication and interpersonal skills.
- Creative and innovative approach to creating an exceptional tourism experience.
- A commitment to fostering strong community engagement and inclusivity.
- Proven stakeholder management, interpersonal, influencing and negotiating skills with proven ability to work collaboratively with a range of stakeholders, community groups, events and tourism industry, and organisations.
- Experience delivering on time and budget and managing multiple competing priorities at the same time.
- Ability to work flexible hours, including evenings and weekends, as required by events schedules.

KEY ACCOUNTABILITIES/DUTIES

Tourism Development:

- Support the implementation Council's Destination Management Plan and Economic Development Strategy.
- Develop and maintain relationships with local tourism operators, Destination NSW, and regional tourism bodies.
- Provide advice and support to local businesses on tourism initiatives and opportunities.
- Monitor and report on tourism trends, visitor statistics, and economic impacts.

Event Planning and Execution:

- Develop comprehensive event plans, including timelines, resource allocation and budgets.
- Coordinate all aspects of event logistics and production, such as venue selection, permits, vendors and equipment rentals.
- Supervise and lead a team of staff, volunteers, contractors and suppliers to oversee event setup, operations and breakdown to ensure seamless execution.
- Monitor and evaluate events to measure success and identify areas for improvement.
- Maintain accurate records of event related information including suppliers, attendance and feedback.

Stakeholder Engagement:

- Collaborate with internal departments, community groups, sponsors and vendors to ensure integration of tourism and event initiatives.

- Develop and cultivate relationships with key stakeholders to enhance participation and support for events and other tourism related initiatives.
- Facilitates collaboration with local event operators and the tourism industry.
- Participate in community event committees and provide necessary expertise and support.

Compliance and Risk Management

- Ensure events comply with local regulations, permits and safety standards.
- Identify and mitigate potential risks associated with events, implementing appropriate measures for risk management and mitigation and post event evaluation of the risk management plan.
- Assist in obtaining necessary permits, contracts and other documentation required for events.

Marketing and Promotion

- Work with Council's Communications team to develop promotional materials and strategies to maximise event attendance and community engagement.
- Utilise various communication channels to publicise events and other tourism related initiatives.

General

- Other duties as deemed necessary, to ensure the Economic Development team is functioning effectively and efficiently.
- Comply with Council's Code of Conduct, including values and behaviours, relevant policies and procedures, and work health and safety responsibilities (as amended from time to time).

Position Capabilities

The Orange City Council Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in our council. The full information regarding these Capabilities is available [here](#). The focus capabilities for this position are:

Group	Capability
Personal Attributes	<p>Ownership - Coaches "Shares It" <i>Take responsibility and ownership of work and delivering to quality standards.</i></p> <ul style="list-style-type: none"> • Is prepared to make decisions within own level of authority • Takes an active role in managing issues in the team • Coaches team members to take responsibility and follow through • Identifies and manages other risks in the workplace
Relationships	<p>Influence and Negotiate – Coaches “Shares It” <i>Persuade and gain commitment from others, and resolve issues and conflicts</i></p> <ul style="list-style-type: none"> • Builds a network of work contacts/ relationships inside and outside the organisation • Approaches negotiations in the spirit of maintaining and strengthening relationships • Negotiates from an informed and credible position • Influences others with a fair and considered approach and sound arguments • Encourages others to share and debate ideas <p>Communicate and Engage – Coaches “Shares It” <i>Communicate clearly and respectfully, listen, and encourage input from others.</i></p> <ul style="list-style-type: none"> • Tailors content, pitch and style of communication to the needs and level of understanding of the audience • Clearly explains complex concepts and technical information • Adjusts style and approach flexibly for different audiences • Actively listens and encourages others to provide input • Writes fluently and persuasively in a range of styles and formats

Results	<p>Plan and Prioritise - Coaches "Shares it"</p> <p><i>Plan and organise work in line with organisational goals, and adjust to changing priorities.</i></p> <ul style="list-style-type: none"> • Consults on and delivers team/unit goals and plans, with clear performance measures • Takes into account organisational objectives when setting and reviewing team priorities and projects • Scopes and manages projects effectively, including budgets, resources and timelines • Manages risks effectively, minimising the impacts of variances from project plans • Monitors progress, makes adjustments, and evaluates outcomes to inform future planning
	<p>Problem Solving - Coaches "Shares it"</p> <p><i>Think, analyse and consider the broader context to develop practical solutions.</i></p> <ul style="list-style-type: none"> • Draws on numerous sources of information, including past experience, when facing new problems • Demonstrates an understanding of how individual issues relate to larger systems • Makes appropriate recommendations based on synthesis and analysis of complex numerical data and written reports • Uses rigorous logic and a variety of problem solving methods to develop workable solutions • Anticipates, identifies and addresses risks and issues with practical solutions • Leads cross team/unit efforts to resolve common issues or barriers to effectiveness
Technical	<p>Health, Safety and Environment – Coaches "Shares it"</p> <p><i>Identifying and/or preventing health and safety risks to self and others. Planning and delivering work that considers the environment</i></p> <ul style="list-style-type: none"> • Pulls others up if their actions are unsafe • Makes time for face to face discussion about safety • Visibly checks and takes action to maintain health of self and others • Coaches and supports others on what constitutes safe workplace behaviour

CORPORATE VALUES

As a values-based organisation, Council demonstrates its values through workplace behaviours. These behaviours provide a framework for staff to model behaviour across the organisation. Underpinning the behaviours is the Orange City Council Code of Conduct. Council's corporate values are listed below:

- **Respect** – is honest and respectful towards others and works as part of a team
- **Ownership** - takes responsibility for actions
- **High Performance** - pursues performance excellence and continually looks for improvement
- **Customer Focus** - demonstrates a customer focused approach towards internal and external customers

- **Safety** - works safely, in accordance with Council’s Work Health and Safety policy and procedures
- **Diversity** – Champion a diverse and inclusive workplace
- **Leadership** – Council encourages all its employees to lead by example and role model our values. Leaders also need to ensure they provide constructive feedback and encourage high performance by coaching, developing, recognising and managing people effectively

WORK HEALTH AND SAFETY RESPONSIBILITIES

All employees are responsible for Work Health and Safety (WHS) for Orange City Council and their duties include:

- Complying with Council’s WHS policies and procedures
- Working with due diligence and consideration to safeguard their own health and safety and the health and safety of others
- Reporting any potential hazards, incidents or injuries to their Supervisor and WHS Team within 24 hours
- Participating in any applicable WHS consultation arrangements
- Complying with any Return to Work Plan if injured and supporting rehabilitation in the workplace
- Correctly using all personal protective equipment
- Complying with emergency and evacuation procedures and site rules if applicable
- Provide a safe workplace, with ultimate responsibility for ensuring due diligence and compliance under Work Health and Safety, including WHS responsibilities as defined in the Orange City Council Work Health and Safety Management Policy (OP 84)

GENERAL

- The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required.
- The Position Description links to the overall organisational Delivery/Operational Plan which ties into an employees’ key performance indicators (KPIs) as part of their annual performance review.
- Position descriptions may be amended from time to time in accordance with business needs and in consultation with the incumbent of the position.

I acknowledge that I have read and understood the duties, responsibilities and delegations of the position as outlined in the above Position Description

NAME OF EMPLOYEE	
SIGNATURE	
DATE	