



### **Position Description**

**TITLE:** Chief Executive Officer  
**RESPONSIBLE TO:** MRTI Board of Directors  
**DIRECT REPORTS:** Administration Officer (Full-time)  
Visitor Centre Customer Service Officers (casual pool)

### **PRINCIPLE OBJECTIVE**

The CEO works with the board, staff members and other stakeholders to develop and implement MRTI's Strategic Marketing Plan. This position provides strategic direction to the tourism industry in the Mudgee Region and addresses challenges and opportunities for MRTI, while leading the internal team of employees.

The CEO develops positive relationships with all relevant stakeholders to secure support, co-operations and funding to sustain MRTI's role as the driver of tourism in the region.

### **SPECIFIC ACCOUNTABILITIES**

Contribute to the organisation's direction and strategic business plans.

Successfully organise promotional activities and marketing campaigns, raising the profile of Mudgee Region as a destination of choice.

Oversee all operations of MRTI, direct all admin-based matters, including, but not limited to, human and financial resources.

### **KEY TASKS AND RESPONSIBILITIES**

#### ***1. Strategic/Business Plans:***

- a) Develop strategic plans and marketing plans as required by the board.
- b) Implement, monitor and measure the strategic and marketing plans and report to the board on a monthly basis
- c) Manage the visitor centres in the region, ensuring all centres or outlets in Mudgee, Gulgong, Rylstone and Kandos are stocked with promotional material and merchandise as appropriate

#### ***2. Promotional Activities/Marketing Campaigns:***

- a) Identify, develop and promote tourism products in the Mudgee region to all relevant stakeholders and audiences.
  - b) Review, evaluate and communicate the outcomes of all promotional activities and marketing campaigns.
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- c) Develop and co-ordinate FAMIL programs

**3. Financial Management:**

- a) Ensure the financial well-being of MRTI, including the development, review and evaluation of the internal budgeting system.
- b) Authorise expenditure within MRTI guidelines.
- c) Maintain all financial records in accordance with board requirements.

**4. Human Resource Management:**

- a) Maintain and develop an organisational culture in line with the values and mission of MRTI
- b) Supervise and mentor all employees to ensure efficient and effective use of MRTI's human resources
- c) Ensure adequate staffing levels are available to cover all services, including appropriate rostering and allowing for employee leave.
- d) Be responsible for the recruitment, employment and on-going development and performance management of all employees.

**5. Representative Duties:**

- a) Represent MRTI at seminars, conferences and events as approved by the board
- b) Attend all board meetings
- c) Attend member meetings in accordance with the MRTI constitution

**6. Other duties:**

- a) Maintain a working knowledge of significant development and trends in tourism
- b) Develop and nurture sustainable relationships to all relevant stakeholders
- c) Ensure MRTI meets and maintains its responsibilities on WH & S matters
- d) Undertake other related duties as required.

**SKILLS/ATTRIBUTES REQUIRED FOR THIS POSITION**

**Essential:**

- Tertiary qualification in Tourism and/or Leisure Studies AND/OR significant experience in tourism and marketing
- Demonstrated understanding of tourism planning and the capacity to develop and implement tourism strategies.
- Demonstrated understanding / experience of relationship of visitor services and the administration of visitor centres to the tourism industry
- Communication skills in written and oral areas, particularly in relation to submissions, presentations and the media.
- Demonstrated experience in people management, having previously managed a small team of employees.
- Project and event management skills.
- Effective and efficient operational and finance management skills.
- Effective time management skills and ability to manage conflicting priorities.
- Drivers Licence.

**Desirable:**

- Previous experience in a similar role.
  - Demonstrated understanding of government requirements relevant to the tourism industry.
  - Demonstrated experience in developing high level relationship with government, industry and other stakeholders; and in representing the region's tourism industry at high level meetings.
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## **CONDITIONS**

- The incumbent will be employed on a contract basis, reviewed every 3 years
- This full time position will require weekend work from time to time, and may require some travel.

## **KEY PERFORMANCE INDICATORS:**

### ***1. Strategic/Business Management***

- a) Strategic and Business/Marketing Plans are developed in a timely manner and provide a cohesive link to MRTI's organisational direction.
- b) Reports are provided monthly to the board on the implementation and monitoring process of the strategic and business/marketing plans. Reports also include the level of accomplishment of such plans.
- c) Visitor Centres are managed according to appropriate AVIC guidelines and accreditation criteria

### ***2. Promotional Activities/Marketing Campaigns***

- a) The profile of Mudgee Region has risen, with an increase in visitor numbers and spend in the visitor centres in the previous 12 months.
- b) The number of publications that feature Mudgee Region in a positive light has increased in the past 12 months.
- c) The board is formally notified of any success and/or possible shortcoming of all promotional activities and marketing campaigns
- d) FAMIL programs occur on a regular basis

### ***3. Financial Management***

- a) MRTI produces work on budget, with a  $\pm 10\%$  variance.
- b) The board is provided with relevant information as to the financial health of areas under the CEO's jurisdiction.
- c) Financial records are maintained in accordance with MRTI requirements.

### ***4. Human Resource Management***

- a) An organisational culture exists of productive employees that work in line with the values and mission of MRTI.
- b) All services are provided with adequate staffing levels; rosters are developed accordingly and provided to employees (with sufficient notice) on a weekly basis
- c) Vacancies are recruited in an effective and timely manner.
- d) Employees are provided with on-going employment opportunities and participate in an annual performance review process.

### ***5. Representative Duties***

- a) The CEO attends over 90% of board meetings, seminars, conferences and events that are required of the incumbent.

### ***6. Other duties***

- a) The CEO maintains a working knowledge of significant developments and trends in tourism and implements them into MRTI as appropriate.
  - b) Relationships with stakeholders external to MRTI are developed and sustained, whilst having a positive impact on MRTI
  - c) The day-to-day operation at MRTI is effectively managed and problems are solved with minimal board input.
  - d) MRTI meets and maintains its responsibilities on OH&S matters
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For further details: contact Rob Duffy, Chairman 0401 136 182  
[www.visitmudgeeregion.com.au](http://www.visitmudgeeregion.com.au)

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