



Job Title:	Deputy Chief Executive Officer	Department:	Marketing, Industry Support and Membership
Location	Alice Springs	Travel Required:	Intra-territory travel and some interstate when and if required
Level/Salary Range:	\$95K-100K (inc Super)	Position Type:	Contract – 3 years

Job Description

TOURISM CENTRAL AUSTRALIA

Tourism Central Australia (TCA) is the peak regional tourism organisation covering the Central Australia region that encompasses the local government areas of Barkly, Central Desert, MacDonnell, and Alice Springs Town Council.

TCA is one of two official Regional Tourism Organisations (RTOs) in the Northern Territory. TCA is a not for profit membership-based organisation – it currently employs a range of skilled staff across the region and is governed by a Board of Management.

TCA is responsible for marketing Central Australia, providing member businesses with advice and industry insights and support, operating the Alice Springs, Tennant Creek and Yulara Visitor Information Centre's, and advocating to Government and stakeholders on behalf of our members for pro-tourism policies and developments.

As a business led organisation, we work in partnership with a wide variety of stakeholders including individuals, businesses, and all levels of government, to benefit the visitor economy in the Central Australia.

TCA has a membership of under 400 + small, medium, and large sized organisations directly investing in TCA to deliver the work it does to foster growth of the sector and the region.

POSITION OBJECTIVES

We are seeking a dynamic and motivated Deputy Chief Executive Officer (DCEO) to join our team. In this vital and newly created role, you will assist the CEO in leading our organization, with a particular focus on enhancing stakeholder relationships and spearheading marketing and industry support initiatives. Your efforts will be crucial in supporting our members through robust industry support and innovative member benefit programs. As DCEO, your ability to foster strong connections within our membership community and implement effective customer service strategies will directly contribute to our overarching goal of increasing membership retention and maximizing the lifetime value of our relationships.

Your responsibilities will extend to managing and executing a comprehensive marketing and communications strategy specifically designed for tourism experiences in the Red Centre NT. This will involve the creation and distribution of engaging marketing collateral, advertising publications, and impactful media communications. Additionally, you will oversee digital marketing activities and social media communications, ensuring our brand consistently resonates with both consumer and corporate audiences. Your leadership will be instrumental in shaping our public presence and enhancing our market position through creative and targeted promotional efforts.

As a key figure in our organization, you will lead a team dedicated to the development and maintenance of strong relationships with our members and stakeholders. This role demands a high level of collaboration across various functional teams, requiring you to possess outstanding leadership qualities and the ability to work effectively within a team environment. Your role will be pivotal in ensuring that all marketing and communication strategies are aligned with our organizational goals and are executed efficiently and effectively.

The successful candidate will exhibit exceptional project management skills and a knack for strategic planning and execution. You will be expected to manage multiple projects simultaneously, maintaining a clear focus on process and detail orientation. Your creative abilities will also be vital as you devise and implement innovative strategies to attract new members and enhance the engagement of existing ones.

To excel in this position, you will need a proven track record of leadership success and extensive experience in marketing and communications within the tourism industry or a related field. A deep understanding of digital marketing tools and trends, coupled with excellent communication skills, is essential. Your ability to lead by example, motivate your team, and drive results will set you apart as a candidate for this influential role in our organization.

ROLE AND RESPONSIBILITIES

Enhance Community and Membership Relations

- Drive membership growth and retention by engaging directly with members through sales calls, presentations, and the development of new, market-driven packages and itineraries.
- Actively seek member feedback to address industry challenges and integrate insights into strategic planning.
- Promote and manage membership benefits, ensuring they are effectively linked with TCA's systems and services

Support and Develop the Tourism Industry

- Lead initiatives under the Northern Territory Government's Tourism Industry Development and Digital Mentoring program or other future programs, enhancing industry capacity through mentoring and training programs.
- Serve as a key liaison between tourism operators and TCA, facilitating the integration of innovative programs and strategies to boost industry growth.
- Foster and support team members to achieve key performance indicators

Strategic Marketing and Project Management

- Spearhead the creation and execution of annual marketing strategies and oversee the production and dissemination of all marketing materials.
- Manage TCA's online presence to optimize visitor traffic and engagement through effective SEO practices.
- Represent TCA at industry forums and events, maintaining a pulse on market trends and ensuring projects meet or exceed KPIs and ROIs.

Foster Strong Stakeholder Relationships

- Build and maintain robust relationships with a wide range of stakeholders including local and territory-wide government departments, ensuring cooperation on various initiatives.
- Enhance product knowledge and network opportunities through active participation in product sessions and joint campaigns.

Financial Oversight and Strategic Leadership

- Collaborate with the CEO and Corporate Services Manager to prepare and monitor annual budgets aligned with TCA's strategic goals.
- Contribute to the overall success of TCA by representing the organization in various capacities, supporting strategic priorities set by the TCA Board and CEO.
- Work closely and in collaboration with TCA's network of Visitor Information Centres
- Act as CEO when required.
- Other duties as required by the Chief Executive Officer and TCA Board

This role is not just a job but a chance to significantly impact the growth and vitality of tourism in Central Australia. You'll have the opportunity to shape industry standards, enhance member satisfaction, and drive tourism success in a uniquely dynamic environment.

SELECTION REQUIREMENTS

To be successful in this role you will need to demonstrate:

- Ability to lead effectively and cohesively with a continuous improvement mindset.
- Strategic market development experience, marketing trends insights along with sound tactical delivery skills across a range of channels.
- Demonstrated PR, communications, copy and report writing skills.
- Strong project management skills.
- Demonstrated well-developed administrative, time management, self-motivation, organisational, interpersonal and communication skills.
- IT literacy (expert level). Sound hardware and software skills, including graphic design and video editing packages.
- High capacity to process researched information and turn the findings into visitor attracting outcomes.
- A higher education qualification or commensurate experience in Marketing or Industry Development
- A current driver's licence.

SKILLS AND EXPERTISE

- Proven experience leading, developing and mentoring a team
- Proven experience in meeting KPIs
- Ability to work with members to be develop mutually beneficial business outcomes.
- Proven experience in understanding data and analytics
- Uses data to guide decision making.
- Proven ability to lead the development and delivery of excellent content in all forms and across all channels.
- Ability to use technology to undertake communication on behalf of Tourism Central Australia. This will include the management of databases.
- Proven ability of financial management, working within budget and meeting revenue goals.
- Proven experience in product development for tourism and consumer needs
- Proven experience in assisting business adapts to a new range of challenges and business circumstances.
- Demonstrated experience in formal and informal communications across a wide variety of stakeholders with a variety of knowledge skills and understanding.
- Proven experience in project management and associated tools for reporting

TO APPLY

To apply for this role candidates must prepare a short one-page cover letter with an attached current CV. This should be addressed to:

Danial Rochford
CEO
Tourism Central Australia
Cnr Todd Mall and Parsons Street
ALICE SPRINGS NT 0871

And emailed to: ceo@discoverca.com.au

Applications for this role close at 5pm on Monday 3rd June 2024. Only applicants shortlisted will be contacted.

I have read and understood the contents of this document and commit to carrying out the duties associated with this position in accordance with this document and company policy and procedures.

Name (Print) _____

Signature: _____ Date _____

In the presence of:

Name (Print) _____

Signature: _____ Date _____

Approved By:	CHIEF EXECUTIVE OFFICER	Date:	1 st May 2024
Last Updated By:	Danial Rochford	Date/Time:	1 st May 2024