

JOB DESCRIPTION FORM



WESTERN AUSTRALIA

Position Title	Country Manager - Germany
Classification	N/A
Industrial Agreement Award	N/A
Position Number	TWAxxxxxx
Division	Tourism WA
Branch	Marketing
Number Direct Reports	Nil
Reports To	Senior Market Manager (UK, Europe, Japan, India)
Location	Frankfurt, Germany

Corporate Context

The Department of Creative Industries, Tourism and Sport works collaboratively with government, community organisations, peak bodies and other stakeholders to achieve our vision of creating a vibrant, inclusive and connected community. For further information, please visit our website at www.cits.wa.gov.au.

Organisational Context

Tourism WA is responsible for promoting Western Australia as a holiday destination. Its focus is on marketing the State; developing, attracting and promoting major sporting, cultural and business events; and supporting the development of significant tourism infrastructure and projects.

Purpose of Position

The purpose or prime function of this position is to shape the strategic direction of the German Speaking European Market and to implement marketing programs that raise Western Australia's profile as a tourism destination to the German speaking consumer and deliver visitors and yield to Western Australia.

Responsibilities

1. Collaborate with the Senior Market Manager to develop, manage, and evaluate marketing objectives and strategies for Tourism promotion in German speaking Europe ensuring alignment with the organisation's strategic direction.
2. Create and implement marketing programs aimed at driving visitation and revenue from international markets.
3. Oversee the Public Relations contract to ensure a focused and complimentary PR strategy that raises consumer awareness and interest in Germany as a travel destination.
4. Build and maintain relationships with key stakeholders, including Tourism Australia, other State Tourism Organizations (STO's), host and attend trade events (in region and in Australia), provide agent and wholesale partners with training and education, and support the development of WA tourism products in the specified target markets.
5. Measure the effectiveness of marketing programs and activities against established key

- performance indicators and provide regular reports on outcomes and progress.
6. Establish and maintain strategic partnerships with senior management of airlines, German-speaking European tourism operators, government agencies, and other key stakeholders, including those outside the tourism sector.
 7. Liaise with internal and external stakeholders, to maximise tourism opportunities in target markets.
 8. Manage budgetary and contracting functions, ensuring effective and efficient service delivery.
 9. Collaborate with Tourism WA team members throughout the region, (including the UK and Continental Europe), as well as the wider Global Marketing team and Perth based staff members.
 10. Adheres to Occupational Safety and Health, Equal Opportunity and other legislative requirements in accordance with the parameters of the position.
 11. Demonstrate the Expected Behaviours of the leadership context for this role listed below.
 12. Perform any other duties as assigned or necessary to support the objectives of CITS.

Selection criteria

This section outlines the necessary minimum requirements, in relation to the knowledge, skills, experience and qualifications required to perform the duties of the position. These criteria can be assessed against any stage of the recruitment process. Applicants should demonstrate their capacity to meet the following criteria which should be read in conjunction with the specific responsibilities of this role.

Essential

1. High level strategic marketing, management, leadership and entrepreneurial skills.
2. Understanding and experience in formulating and developing trade and consumer marketing campaigns (including digital marketing) with proven results.
3. Strong knowledge in formulating public relations and media plans with proven results.
4. Experience in the travel and tourism industry particularly relating to the German markets.
5. Demonstrated proactive approach to establishing positive relationships with internal and external stakeholders with a range of cultures.
6. Preparedness to undertake frequent German domestic and international travel. (up to 30%)
7. Proficiency in German and English, both written and verbal.

Desirable

1. Knowledge of (Western) Australian tourism products and experiences.



Leadership expectations

We believe all our people are leaders irrespective of their role. We consider this as critical to our success and, to support this, we have adopted Leadership Expectations which provides a common understanding of the mindsets and expected behaviours required of all our employees and the public sector.

This role falls under the [Choose an item.](#) context

Expected behaviour	Behaviour descriptors
Lead collectively	Seek and build key relationships, work together and focus on the greater good.
Think through complexity	Think critically, work with ambiguity and uncertainty, assess solutions and impacts, and take calculated risks.
Dynamically sense the environment	Be in tune with the political, social and environmental trends that impact the work; understand and recognise the needs of others and leverage relationships for desired outcomes.
Deliver on high leverage areas	Identify priorities, pursue objectives with tenacity and display resilience in the face of challenges.
Build capability	Proactively develop others; share learning to promote efficiency and effectiveness; and champion diversity and inclusion.
Embody the spirit of public service	Display empathy, compassion, humility and integrity, and a genuine passion for the work; demonstrate a responsibility to Western Australians; and work in the interests of the public good.
Lead adaptively	Continuously seek to understand personal strengths and areas for improvement, be adaptive to change and adjust leadership style in different contexts.

The Government of Western Australia acknowledges the traditional custodians throughout Western Australia and their continuing connection to the land, waters and community. We pay our respects to all members of Aboriginal communities and their cultures, and to Elders both past and present.



Pre-employment requirements

All department positions require a current Criminal History Check (National Police Certificate or equivalent) and 100-point Identification Check prior to commencement.

To be considered for this role, candidates must be based in Germany or VISA or relevant working permits to legally work in Germany. Documented proof of working rights must be provided with application.

Special Conditions

Other conditions specific to this role are:

- Ability and willingness to undertake travel for business needs
- Special Conditions. E.g. working outside business hours, pre-employment medical.

Registration Date	<date>
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