

Position Description

Destination Events Officer



Position Title	Destination Events Officer	Role ID	DCDEO1
Division	Corporate Services		
Unit	Destination, Communication and Customer Experience		
Job Grade	6		31 hours Max Term 2YRS
Reports To	Visitor Economy Lead		
Revised/Created	June 2026 – Created		

Primary Objectives

- Deliver Council's two signature events to a high standard, showcasing The Tweed and contributing to visitation and positive economic and destination outcomes.
- Coordinate the delivery of an event calendar and attraction pipeline of right-fit destination events aligned to The Tweed Events Strategy to drive economic outcomes for The Tweed.

Values Statement

What We Value

Living and loving the Tweed.

We look after people and places, explore all opportunities and are proud of our passionate approach.

We care about each other, choose to be here, and are in this together.

We have conversations where everyone can contribute, and we are willing to have a go.

We put back in to make a difference, so that our Tweed community is even better tomorrow than it is today.

Organisational Environment

CORPORATE SERVICES

The Corporate Services Division provides a comprehensive range of support services across the organisation in the areas of human resources, risk, work health and safety, corporate compliance, audit, administration, governance, communication, customer service, corporate relations, finance, revenue, information technology, GIS and integrated planning and reporting.

The Division supports the General Manager and the three operational Divisions in a participative and consultative environment aimed at facilitating organisational performance and competitiveness.

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DESTINATION, COMMUNICATIONS AND CUSTOMER EXPERIENCE

The Destination, Communication and Customer Experience unit sits within the Corporate Services Division and plays a central role in enabling the sustainable growth of the Tweed's economy, destination and business precincts while connecting the community to Council information, services and programs. The unit delivers these services:

Corporate Communications and Engagement: To inform, educate and engage the Tweed community and Council staff so they get can access Council services, participate in decision-making, and get the most value from Council programs.

Customer Experience and Digital Solutions: To create quality customer experiences and deliver excellent customer service so that it is easy to do business with Council.

Economy and Business: To strengthen the Tweed economy by supporting business and industry success, enabling right-fit investment, event support and filming, and creating active and vibrant central business district precincts where enterprise and community thrive.

Visitor Economy and Destination Events (The Tweed Tourism Company): To position the Tweed as one of Australia's leading sustainable destinations celebrated for its nature and outdoor recreation, cultural, culinary and creative experiences; and to attract and deliver destination events that showcase the Tweed's unique characteristics and make it a great place to live and visit.

Northern Rivers Rail Trail: To be the 'must do' experience in the Northern Rivers and a world class, safe and accessible shared recreation and nature trail.

The Position

The Destination Events Officer plays a key role in delivering the Tweed's event-led visitor economy outcomes through the implementation of The Tweed Events Strategy.

Reporting to the Visitor Economy Lead, the position is responsible for delivering Council's two signature destination events (Savour the Tweed and an emerging Arts & Culture flagship) and coordinating the attraction and delivery of a pipeline of right-fit destination events that contribute to visitation, dispersal and economic benefit.

The position focuses on the practical delivery and coordination of destination events and event attraction activity, including preparing bids, proposals, site inspections and hosting packages for MICE, business, sporting and cultural events, and administering destination event sponsorships, grants and partnerships through to acquittal and reporting.

The role works closely with peers to support event marketing and readiness, while maintaining a clear separation from community event governance and regulatory approvals. The role does not hold responsibility for event policy, approvals or regulatory decision-making. Key accountabilities of the position include:

- Deliver Council's two signature destination events to a high standard, achieving strong visitor, economic and place outcomes.
- Coordinate destination event attraction activity, including MICE, business, sporting and cultural events, through bids, proposals and partnership delivery.
- Administer destination event sponsorships, grants and partnerships.
- Coordinate and maintain the What's On Tweed regional event calendar.

The position is required to perform any other duties as directed by your supervisor (within broad scope of job grade, skills, and training). The nature of this position requires the incumbent to undertake some work outside of ordinary hours, including evenings and weekends. These hours are part of the position's 31-hour week and Award conditions apply.

The work of the position includes, but is not limited to, the following:

Key Responsibility Areas	Associated Key Duties
1. Signature Event Delivery	• Coordinate delivery of Council's two signature events end-to-end (Savour the Tweed and the Arts & Culture flagship), in line with approved scope, budget, timelines and quality standards. • Coordinate sponsorship packages and delivery partners to support event viability and outcomes. • Coordinate programming, production planning, operational readiness, WHS and risk documentation. • Procure and manage suppliers and contractors through approved Council processes. • Coordinate venues, logistics and service levels, including accessibility and bump-in/bump-out requirements. • Integrate local product and experiences to support yield, dispersal and destination storytelling. • Coordinate ticketing, packaging and visitor-servicing touchpoints with Marketing and Visitor Services. • Collect post-event data, debriefs and evaluation inputs to inform reporting and improvement.
2. Event Attraction and MICE (Meetings, Incentives, Conferences and Exhibitions)	• Maintain a forward destination event attraction pipeline by researching targets, qualifying leads and managing an opportunity register aligned to the Events Strategy. • Coordinate attraction activity for right-fit destination events, including MICE, business events, sporting and cultural events, from prospect to confirmation and delivery handover. • Prepare and coordinate bids, proposals and hosting packages (bid content, letters of support, prospectus materials, indicative budgets and hosting requirements). • Support participation in relevant industry attraction activity (e.g., AIME, Business Events NSW, regional partnerships) and coordinate follow-up actions and lead management. • Coordinate site inspections and familiarisations for organisers and decision-makers, including itineraries and operator/venue liaison. • Support negotiation and documentation of event intent/agreements (subject to approvals and procurement pathways), including handover into delivery. • Apply agreed fit, feasibility, risk and capacity criteria when progressing opportunities and escalating decisions as required.

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3. Sponsorships and Grants	• Jointly administer destination event sponsorship and grant programs in line with Council requirements, including application handling, assessment coordination and recommendations. \ • Coordinate funding agreements, contracts and partner documentation (scope, deliverables, key performance indicators, insurances, intellectual property/brand use, cancellation/force majeure as required). • Manage destination event funding acquittals, compliance and reporting, ensuring evidence, timelines and financial documentation are complete and audit-ready. • Coordinate sponsor and partner benefit delivery and fulfilment tracking, ensuring brand alignment and contractual compliance. • Support co-investment opportunities with government and commercial partners, including documentation, deliverables and reporting requirements. • Manage contra and in-kind agreements (media, production, venues) with clear valuation, deliverables and records management. • Monitor spend against budget for funded events and signature events, escalating risks and seeking approval for variations within delegations. • Maintain accurate records for all sponsorship, grants and agreements (applications, approvals, contracts, variations, acquittals, correspondence) in Council systems.
4. Promotion and Brand Leverage	• Operationally leverage The Tweed brand and The Tweed Tourism Company (TTC) channels to maximise event visibility, audience engagement and brand partnerships. • Supply event briefs, content needs, key messages and timing requirements to support integrated marketing activity. • Maintain, coordinate and promote event listings and priority content on What's On Tweed. • Coordinate destination wedding attraction activity to position the Tweed as natural choice for destination weddings working with local operators (venues, planners, suppliers). • Coordinate partner amplification (venues, sponsors, organisers, promoters) to extend reach and conversion for priority events. • Ensure event messaging, visuals and tone align with brand guidelines, accessibility standards and approved communication approaches. • Coordinate event content capture requirements (photo/video/b-roll opportunities) to support destination storytelling and asset libraries. • Align event timing and communications with seasonal priorities, school holidays and precinct activations. • Apply quality control standards for event listings and event information (accuracy, accessible language, image quality and brand alignment).

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5. Partnerships and Venue Coordination	• Coordinate working relationships with event organisers, promoters, venues, precinct partners and tourism operators to support delivery and attraction outcomes. • Work closely with precinct and asset owners to maintain clear interfaces for event operations, readiness, and calendar coordination. • Coordinate cross-functional planning inputs (traffic, safety, cleansing, public domain, transport) for destination events delivered by Council or supported through destination investment. • Manage venue holds, scheduling coordination and date alignment to reduce clashes and optimise dispersal and precinct outcomes. • Support operator and venue engagement to ensure events and offerings are captured and maintained in What's On Tweed. • Maintain event information packs and coordinated communications for businesses and residents where required and approved. • Provide guidance and support to stakeholders on event listing standards and submission requirements to improve information. • Capture stakeholder feedback and incorporate learnings into continuous improvement and future event delivery cycles.
6. Evaluation and Performance Reporting	• Monitor and evaluate destination event performance using agreed measures (visitation, economic benefit, dispersal, satisfaction, media value and sponsorship outcomes). • Monitor and report on performance of What's On Tweed (traffic, engagement, referrals, listing quality and visitation indicators). • Coordinate data collection methods and evaluation activity (surveys, ticketing metrics, partner reports, accommodation or visitation indicators where available). • Prepare concise dashboards and reports with clear outcomes, insights and recommendations for internal stakeholders. • Track and maintain event pipeline and outcomes registers to support transparency, continuity and future planning. • Quantify sponsor and partner deliverables against agreements (impressions, activations, content value, benefit delivery). • Share insights with Marketing, Industry Development and Visitor Services to support alignment across campaigns, product readiness and visitor information. • Contribute learnings into continuous improvement of delivery processes and attraction activity (within approved frameworks).
7. Teamwork	• Supervise short-term contractors and support cross-team delivery. • Work collaboratively with TTC, Council colleagues and partners. • Contribute positively to team culture, continuous improvement and shared outcomes. • Model behaviours aligned to Council values, safety and professionalism. • Support team projects and priorities as required within role scope.

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The position requires attention to detail, flexibility, and the ability to contribute to the provision of client services across the work of the Unit. Also, the capacity to respond to a busy work environment and provide other team members with assistance in times of high demand. The position will apply Council's Enterprise Risk Management Policy and Protocol objectives as they relate to the position.

Health Safety and Environmental System (HSES) Responsibilities

In accordance with Council's Work Health and Safety Responsibility, Authority and Accountability Protocol all employees are required to perform their duties in accordance with their job category. WHS Risk Assessments, Safe Work Methods Statements, Standard Operating Procedures and site-specific requirements and instructions. For details of WHS Responsibilities, Authority and Accountabilities, staff and candidates are to refer to the following Protocol: [WHS Responsibilities, Authority and Accountabilities Protocol](#)

Compliance Training Requirements

In accordance with Council's legislative requirements under the Work, Health and Safety Regulation 2017, new staff will be provided with access to relevant training, information, and instruction to safely perform their duties.

Infection Control and Immunisation Requirements

Council requires all incumbents occupying an identified position to undertake the course of immunisation outlined in the Infection Control Standard Operating Procedure. For a complete list of identified positions and recommended immunisations, staff are to refer to the following Standard Operating Procedure (SOP): [WHS Infection Control SOP](#)

Location of Position

The position will be required to work out of any of Council's administrative offices, Depots or any other location within the Tweed as directed by the supervisor. Transportation to and from work and to perform the duties of the position is the responsibility of the employee. When a driver's licence is a requirement of a position, the licence class is included in the Selection Criteria. The position requires regular travel within the Northern Rivers and NSW. The position will be required to work outside of standard working hours (within Award conditions) to perform any other duties as directed by your supervisor (within broad scope of job grade, skills and training).

Organisational and External Relationships

Organisational Relationships

- Councillors, General Manager and Directors (when required for event related needs)
- Peers within Destination, Communication and Customer Experience
- Council owned tourism products including Northern Rivers Rail Trail; Tweed Holiday Park; Tweed Regional Gallery; Tweed Regional Museum; Uki Mountain Bike Park

External Relationships

- | | |
|---------------------------------------|---------------------------------------|
| • Business Events NSW | • Local and regional Event Organisers |
| • Visitors (domestic/international) | • State & Australian Governments |
| • Major venues, precincts & promoters | • NSW and Northern Rivers Councils |
| • MICE and business events venues | • Destination NSW and North Coast |
| • Wedding sector partners and venues | • Emergency services and regulators |

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Selection Criteria

Knowledge and Competence: (to be addressed in full when making application)

1. Demonstrated experience delivering signature events end-to-end, including planning, coordination, supplier management, budgets, risk and post-event evaluation.
2. Demonstrated experience coordinating and securing event attraction activity, including preparing bids, proposals or hosting packages for MICE, business, sporting or cultural events.
3. Demonstrated experience administering grant programs, including assessing applications, managing agreements and acquittal reporting.
4. Demonstrated experience managing sponsorships, partnership, and event agreements.
5. Demonstrated experience leveraging destination brands, regional event calendars and marketing channels to support event visibility, audience engagement and return on investment.
6. Highly advanced stakeholder management skills working collaboratively with event organisers, venues, precinct partners, tourism operators, sponsors and governments.
7. Demonstrated experience evaluating event return on investment and outcomes, including visitation, economic impact, media value and sponsorship performance.
8. Current NSW Class C Driver Licence.

Desirable:

9. Tertiary qualifications in event management, business, marketing or related discipline.

Personal Attributes:

Personal Attributes and Cultural Fit will be addressed at interview. Council is seeking personal attributes and work values consistent with Council's Corporate Values. The table below details the minimum behavioural standards expected of incumbents of this position.

[View the full Tweed Shire Council Capability Framework](#)

Personal Attributes	Minimum Standard
Manage Self	Adept
Display Resilience and Adaptability	Adept
Act with Integrity	Adept
Demonstrate Accountability	Adept
Relationships	
Work Collaboratively	Adept
Communicate with a Customer and Community Focus	Adept
Influence and Negotiate	Adept
Results	
Plan and Prioritise	Adept
Think and Solve Problems	Adept
Deliver Results	Adept
Workforce Leadership (supervisory roles only)	
Manage and Develop People	NA