



TWEED

SHIRE COUNCIL

「**THE TWEED
TOURISM CO.**」

Applicant Information

Team Structure and Role Summary

The Organisation: Tweed Shire Council



The Unit: Destination, Communication and Customer Experience



Communications, Engagement & Media

Purpose: To inform, educate and engage with the Tweed community and Council staff so they get the most out of Council's programs and services and are involved in decisions that affect them.

Functions:

1. Communications
2. Marketing
3. Community engagement
4. Media and social media



Customer Experience & Digital Solutions

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

Functions:

1. Customer service (incl after hours service)
2. Call Centre
3. Front Counters x 2
4. Digital Solutions (web and digital)



Economy & Business

Purpose: To support the Tweed's local economy to thrive and generate sustainable economic opportunities to support our long-term future.

Functions:

1. Economic development
 - Strategy, policy, projects & data
 - CBD precincts/town centre management and activation models
 - Saleyards and airfield
2. Business and industry development
3. Investment attraction
4. Events, sponsorship and filming



Visitor Economy & Destination Events

(The Tweed Tourism Company)

Purpose: To position the Tweed as one of Australia's leading sustainable destinations celebrated for its nature and outdoor recreation, cultural, culinary and creative experiences.

To develop, attract and support events that showcase the Tweed's unique characteristics.

Functions:

1. Destination development
2. Industry development
3. Brand, marketing, media
4. Destination events/MICE
5. Visitor services



Northern Rivers Rail Trail

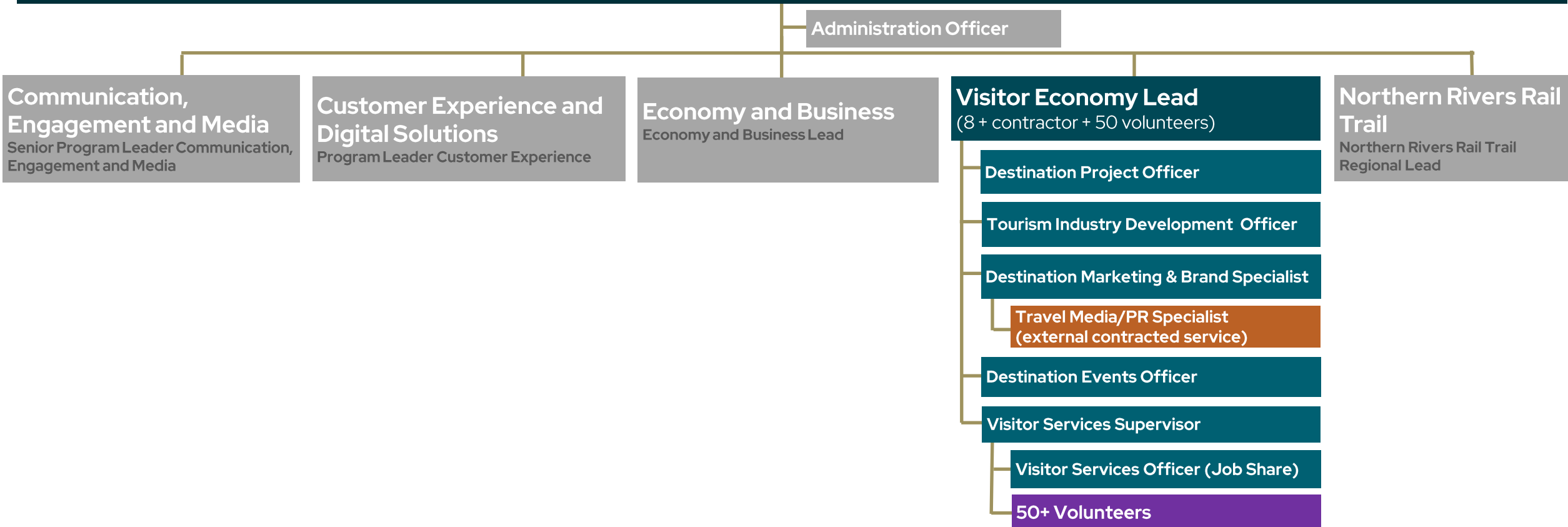
Purpose: To be the 'must do' experience in the Northern Rivers and a world class, safe and accessible shared recreation and nature trail.

Functions:

1. Regional trail development and infrastructure
2. Commercial and business activities
3. Operations, asset management and maintenance.
4. Marketing, experiences and events.

The Team: Visitor Economy and Destination Events (The Tweed Tourism Company)

Manager Destination, Communication and Customer Experience



The Roles Summary: Visitor Economy and Destination Events (The Tweed Tourism Company)

Visitor Economy Lead

Portfolio leadership, strategy delivery, advocacy and integration

- Lead the day-to-day operation of The Tweed Tourism Company with accountability for people, budget and performance.
- Set clear priorities and deliver integrated outcomes across destination management, industry development, brand, marketing, media, destination events/MICE and visitor services.
- Lead implementation of the Destination Management Plan and ensure it translates into practical delivery.
- Lead implementation of the Events Strategy and guide a balanced, "right-fit" destination events portfolio.
- Be a senior advocate and spokesperson for the Tweed visitor economy with industry, government and strategic partners.
- Build strong partnerships and collaboration that strengthen the Tweed's profile and contribution across the wider region.
- Ensure strong governance, compliance and value-for-money decisions across procurement, risk, records and delegations.
- Lead performance reporting and continuous improvement so outcomes, risks and value are visible and managed.

Destination Project Officer

Destination project delivery, programs, grants and sustainability

- Deliver priority destination projects and initiatives that implement the Destination Management Plan and Events Strategy.
- Take projects from scoping to delivery and handover, ensuring work is embedded into business-as-usual operations.
- Lead grant-funded initiatives by preparing submissions, coordinating approvals and completing acquittals and reporting.
- Develop and package practical destination programs and capability pathways ready for ongoing delivery by the team.
- Deliver destination sustainability accreditation work, including documentation, evidence coordination and action tracking.
- Support visitor experience improvement projects, including minor experience-enabling infrastructure and service upgrades.
- Coordinate visitor reporting and dashboards for reliable economic data and visitor economy reporting.

Tourism Industry Development Officer

Tourism industry capability and engagement, operator support, trade readiness, revenue

- Act as the primary day-to-day contact for tourism operators, providing hands-on support and guidance.
- Deliver industry capability activities that lift product quality, business confidence and readiness to grow.
- Help operators become bookable and market-ready by strengthening listings, content and trade presentation.
- Support trade, distribution and export readiness by guiding operators through pathways and opportunities.
- Drive participation and revenue by promoting and securing operator buy-in to relevant destination products and TTC opportunities.
- Coordinate practical industry communications, updates and resources that improve participation and uptake.
- Capture on-ground insights and operator feedback to inform priorities, programs and continuous improvement.
- Support industry preparedness and recovery during disruption by sharing guidance and escalating issues as needed.

The Roles Summary: Visitor Economy and Destination Events (The Tweed Tourism Company)

Destination Marketing and Brand Lead

Brand, marketing campaigns, digital channels, content, performance

- Deliver integrated destination marketing campaigns across paid, owned and earned channels to grow awareness and visitation.
- Manage and protect destination and related brands through clear guidelines, templates and quality control.
- Own the destination digital ecosystem including websites, EDMs and social channels to ensure accuracy, accessibility and performance.
- Produce and curate high-quality content and creative assets (copy, design, imagery and video) that showcase the Tweed.
- Coordinate visitor publications, collateral and digital signage outputs from concept through to production and distribution.
- Manage the travel media and PR contract by briefing, approving outputs and tracking delivery against priorities.
- Monitor and report on marketing performance using dashboards and insights to continuously improve campaigns and channel activity.
- Work closely with events, industry and visitor services teams to align marketing with product readiness and peak periods.

Travel Media and Public Relations (Contract)

PR, travel media relations, famils, media events

- Build and maintain relationships with travel media, journalists and influencers.
- Secure positive earned media coverage across travel, lifestyle and consumer channels.
- Coordinate and deliver media visits, famil programs and press trips aligned to destination priorities.
- Prepare and distribute travel-focused media releases and media kits in line with Council and destination protocols.
- Monitor, analyse and report media coverage, reach and sentiment, sharing insights with stakeholders and industry.
- Provide specialist advice on media opportunities, story angles and pitching strategies to support destination campaigns.
- Support positive brand exposure strategies through proactive media engagement.
- Support crisis or sensitive media responses as required.

Destination Events Officer

Signature event delivery, destination event attraction, MICE, partnerships and What's on Tweed

- Deliver Council's two signature destination events end-to-end to a high standard and agreed outcomes.
- Manage a forward destination event attraction pipeline aligned to the Events Strategy and "right-fit" criteria.
- Prepare bids, proposals and hosting packages and coordinate site inspections to convert opportunities into confirmed events.
- Administer destination event sponsorships, grants and partnerships, including agreements, benefit delivery and acquittals.
- Coordinate suppliers and delivery partners for signature events through approved procurement and contract processes.
- Coordinate and maintain the What's On Tweed regional events calendar, ensuring quality, accuracy and priority visibility.
- Leverage the destination brand and channels to maximise event reach and partner amplification in collaboration with marketing.
- Monitor and report event outcomes and ROI measures to inform improvement and future decision-making.

The Roles Summary: Visitor Economy and Destination Events (The Tweed Tourism Company)

Visitor Services Supervisor

Visitor experience leadership, VIC operations, accreditation, retail/ticketing, volunteer coordination

- Lead day-to-day visitor services across Visitor Information Centres, mobile servicing, pop-ups and activations.
- Supervise and support visitor services staff and volunteers to deliver consistent, welcoming frontline service.
- Maintain visitor servicing quality standards and accreditation requirements through clear procedures and continuous improvement.
- Oversee operational readiness including presentation, safety, cash handling and daily opening/closing processes.
- Coordinate bookings, ticketing, retail and merchandise operations to ensure accuracy and visitor outcomes.
- Manage visitor collateral and service improvement projects, including digital kiosks and mobile visitor servicing activities.
- Capture and report visitor insights, enquiries and review trends to inform service improvements and planning.
- Work with marketing, events and industry teams to keep visitor information current and aligned to priorities.

Visitor Services Officer (JOB SHARE)

Frontline visitor information and mobile servicing

- Provide welcoming, accurate visitor information and support across VICs and mobile visitor servicing.
- Assist visitors with recommendations, directions and practical local advice using approved information sources.
- Process bookings, ticketing and sales transactions accurately using approved systems and procedures.
- Support retail presentation, stock control and merchandise standards to maintain an on-brand offer.
- Maintain the accuracy and presentation of visitor collateral and information displays during shifts.
- Capture visitor enquiries and feedback to support reporting, insights and service improvement.
- Provide general administrative support to visitor services and the broader Tweed Tourism Company as directed.
- Work effectively with volunteers and colleagues, escalating issues and providing relief support when required.

Visitor Services Volunteers

Community ambassador and visitor support

- Welcome visitors and provide friendly, basic visitor information at Visitor Information Centres and during mobile servicing.
- Help visitors find local experiences, attractions and "things to do" using approved information and guidance.
- Act as positive ambassadors for The Tweed by supporting destination messaging and service standards.
- Support visitor services staff during peak periods, activations and community-facing activities when rostered.
- Assist with map and brochure distribution and help keep displays tidy and up to date.
- Provide wayfinding support and help visitors navigate locations, services and facilities.
- Help maintain a welcoming, safe and well-presented visitor environment by following procedures and directions.
- Participate in induction and ongoing guidance to build knowledge and confidence in the role.

Unit Manager: who you will be working with



Tiffany Stodart

Senior Manager | Destination, Visitor
Economy, Events & Economic Devel...

