

Position Description

Tourism Industry Development Officer

Position Title	Tourism Industry Development Officer	Role ID	DCTID1
Division	Corporate Services		
Unit	Destination, Economy and Communications		
Job Grade	6		35 hours
Reports To	Visitor Economy Lead		
Revised/Created	June 2026 – Created		

Primary Objectives

- Act as the primary, hands-on point of contact for tourism operators, supporting participation in destination industry programs, platforms and initiatives, and facilitating access to trade, distribution and sales-enabling opportunities through The Tweed Tourism Company.
- Deliver practical industry development activities and operator support that build product quality, business capability, and trade and export readiness across priority tourism sectors.

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, ECONOMY AND COMMUNICATIONS

The Destination, Economy and Communications 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.

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 CBD precincts where enterprise and community thrive.

The Tweed Tourism Company (Visitor Economy and Destination Events): 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 Tourism Industry Development Officer plays a hands-on, operational role supporting the growth, capability and commercial performance of The Tweed's tourism industry. Reporting to the Visitor Economy Lead, the role works directly with tourism operators to deliver practical industry development activities that improve product quality, business capability, and trade, export and event readiness across priority tourism sectors.

The position acts as the primary on-the-ground point of contact for the tourism industry, building trusted relationships with operators and supporting participation in destination and event-related industry programs delivered through The Tweed Tourism Company.

The role has a strong commercial focus, facilitating access to trade and distribution pathways and actively promoting and selling marketing, profiling and product placement opportunities across TTC platforms, publications and channels. The role converts programs and relationships into participation, uptake and income, and feeds insights from the field back into program design and destination decision-making.

Key accountabilities of the position include:

- Deliver hands-on industry development activities and operator support that build business capability, product quality, and trade and event readiness.
- Act as the primary day-to-day contact for tourism operators, providing guidance, coaching and clear two-way communication across the sector.
- Drive revenue for The Tweed Tourism Company by promoting, selling and securing operator participation in TTC marketing products, publications, campaigns and profiling opportunities.
- Support operator participation in trade, distribution and export pathways, including ATDW, ATE and other market-facing opportunities.
- Support industry preparedness, response and recovery during periods of disruption or

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natural disaster, escalating issues and insights as required.

The position is required to perform any other duties as directed by your supervisor (within broad scope of job grade, skills, and training).

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

Key Responsibility Areas	Associated Key Duties
1. Industry Engagement and Operator Relationships	• Maintain a proactive operator engagement program, including site visits, check-ins and industry forums to build relationships and trust. • Act as the primary day-to-day point of contact for tourism operators, providing guidance, coaching and clear two-way communication. • Promote and support operator participation in TTC, Destination NSW, Destination North Coast and partner initiatives. • Coordinate targeted industry communications (EDMs, newsletters, updates) with clear calls to action and program participation. • Facilitate introductions between operators and relevant partners (distributors, mentors, agencies) where appropriate. • Share timely alerts, guidance and resources during periods of disruption, coordinating with Council's formal channels. • Maintain accurate industry contact records and engagement notes in Council/TTC CRM systems. • Capture and escalate systemic issues, trends and opportunities to the Programs Lead.
2. Industry Development and Capability Delivery	• Deliver industry development programs and workshops aligned to priority capability, readiness and destination needs. • Provide practical guidance on business fundamentals such as pricing, packaging, experience delivery and distribution readiness. • Support delivery or brokering of mentoring or peer-to-peer support for priority sectors or growth-stage operators. • Curate and package trade-ready itineraries (short-stay, long-stay and market-specific) in collaboration with operators, ensuring products are bookable and aligned to seasonal and event priorities for use across TTC platforms and sales activity. • Embed resilience, accessibility and sustainability considerations into delivered programs and resources. • Source and share relevant grant, funding and training opportunities and support operator readiness. • Track participation, outcomes and behavioral uplift to evidence program impact and inform refinement.

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3. Trade, Distribution and Export Enablement	• Support operators to improve ATDW participation, listing quality, content standards and trade readiness. • Prepare operators for trade engagement, including commissioning, net rates, product fact sheets and famils readiness. • Coordinate industry briefings on trade marketplaces, famils and trade calendars in collaboration with partners. • Coordinate the operational delivery of trade familiarisation programs, including operator liaison, itinerary delivery, scheduling and on-ground support. • Support operator onboarding into DNSW/RTO initiatives and referrals to external trade and capability programs. • Promote participation in state and national trade and capability programs. • Maintain pipelines of trade-ready and export-ready experiences aligned to market requirements. • Track trade-related outcomes and escalate barriers to market access as required.
4. Sales and Revenue Generation	• Promote, sell and secure operator participation in TTC marketing products, publications, campaigns and profiling opportunities. • Convert operator engagement into paid participation through clear value propositions and follow-up. • Support operators to select appropriate marketing and profiling opportunities aligned to readiness and goals. • Collaborate with Marketing, Events and Visitor Services teams to align operator sales opportunities with campaigns and priorities. • Maintain records of operator participation, commitments and outcomes in line with TTC processes. • Support achievement of participation and sales activity goals as directed by the Programs Lead. • Prepare short case studies or summaries demonstrating commercial outcomes where required.
5. Industry Platforms and Operational Insights	• Drive operator onboarding, adoption and effective use of the TTC operator portal. • Support improved quality and completeness of industry data across ATDW and other relevant platforms. • Support operators to complete required submissions, updates and actions via portals and platforms. • Promote collaborative brand, profiling and packaging opportunities delivered through TTC platforms and publications. • Facilitate cross-sector collaboration to support bookable experience and itinerary development.

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	• Track operator readiness milestones and support continuous improvement. • Collect participation, uptake and outcome data from programs and initiatives. • Share field-based insights with Marketing, Events and Visitor Services to improve alignment.
6. Industry Preparedness and Recovery Support	• Act as an on-the-ground liaison for operators during crises or natural disasters. • Share verified updates, guidance and support pathways with affected operators. • Support Council and TTC recovery coordination as directed. • Collect and summarise operator impacts, access issues and reopening status. • Escalate issues and insights to the Programs Lead to inform coordinated responses. • Ensure communications align with Council policies, TTC brand and authorised messaging.
7. Teamwork	• 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.

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.

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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.

Organisational and External Relationships

Organisational Relationships

- Peers within Destination, Economy and Communication.
- Council owned tourism products including Northern Rivers Rail Trail; Tweed Holiday Park; Tweed Regional Gallery; Tweed Regional Museum; Uki Mountain Bike Park
- Planning and Regulation Division: Development Assessment/Building and Environmental Health
- Sustainable Communities and Environment Division: Sustainability and Environment, Parks and Active Communities, Inclusive and Creative Communities.

External Relationships

- | | |
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| • Local and regional Tourism Operators | • NSW National Parks & Wildlife Service |
| • Local and regional Event Organisers | • NSW Tourism Association |
| • State & Australian Government Agencies | • Cross Border Commissioners QLD/NSW |
| • NSW and Northern Rivers Councils | • Small Business Commissioner |
| • Australian Tourism Data Warehouse | • Ecotourism Australia / EarthCheck |
| • Australian Tourism Export Council | • Business NSW and Local Chambers (Tweed, Kingscliff and Murwillumbah) |
| • Australian Tourism Industry Council | • Gold Coast Airport and |
| • Tourism Research Australia | • Ballina/Byron Airport |
| • Destination NSW / North Coast | |

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Selection Criteria

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

1. Demonstrated experience delivering practical industry development or business support activities and programs, ideally within tourism, visitor economy or event sectors.
2. Demonstrated experience working directly with tourism operators to improve trade readiness, including lifting listings, product presentation or market suitability through systems such as ATDW, ATE or similar trade mechanisms.
3. Demonstrated experience building and maintaining trusted relationships with tourism operators, using on-ground engagement, coaching and follow-up to encourage participation.
4. Demonstrated experience developing and maintaining industry resources such as operator toolkits, portals, guides or online materials to support business capability, readiness and participation.
5. Proven ability to deliver commercial outcomes by converting operator engagement into paid participation, including marketing buy-in, profiling or product placement opportunities across destination channels.
6. Highly developed organisational and coordination skills, with the ability to manage multiple activities simultaneously, follow established frameworks and meet time-critical outcomes.
7. Current NSW Class C Driver Licence and capacity to travel as required.

Desirable

8. Tertiary qualifications in tourism, business, economic development or a related discipline.
9. Local knowledge of The Tweed's tourism experiences, attractions and visitor offerings, or demonstrated ability to quickly develop strong regional understanding.

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	

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Plan and Prioritise	Adept
Think and Solve Problems	Adept
Deliver Results	Adept
Workforce Leadership (supervisory roles only)	
Manage and Develop People	NA