

Job Specification: Team Leader Tourism

THE OPPORTUNITY

This is an exciting opportunity to lead the Great Western Tiers Visitor Centre, a key gateway to the Meander Valley, and play a central role in how visitors experience, explore and connect with our region. As Team Leader Tourism, you will provide strong operational and people leadership across the Centre, guiding a diverse team of paid staff and volunteers to deliver welcoming, high quality visitor services that support the local tourism economy.

Working closely with the Manager Community Wellbeing and regional tourism partners, you will shape the ongoing development of the Visitor Centre as a vibrant, relevant and financially sustainable operation. This role combines hands-on management with strategic thinking, offering the chance to influence service delivery, strengthen industry relationships, enhance visitor engagement and showcase the unique stories, businesses and experiences of the Meander Valley.

WHAT YOU NEED TO SUCCEED

To succeed in this role, you'll be a confident and collaborative leader with a passion for customer experience, tourism and community connection. You will bring well-developed communication and interpersonal skills, enabling you to lead, motivate and support a diverse workforce of staff and volunteers, while also building strong relationships with industry stakeholders and partners.

You're organised, adaptable and solutions-focused, with experience managing operations, budgets and competing priorities in a fast-paced service environment. Comfortable balancing day-to-day delivery with longer-term planning, you embrace change, use data and insight to inform decisions, and are open to new technologies and ways of working that enhance visitor services and organisational outcomes.

WHAT WE OFFER

This full-time position is based in Deloraine, Tasmania.

The remuneration package includes the following and will be negotiated according to qualifications, skills and experience:

- The position is offered as a permanent full time role;
- Annual salary will be negotiable depending on experience within a range of \$92,342 to \$98,642 under Council's Enterprise Agreement 2025 plus the superannuation guarantee amount of 12%;
- Additionally, in accordance with Council's Enterprise Agreement 2025 you can nominate to receive one of the following benefits:

- Option 1- Additional Superannuation (default if no nomination is provided): Additional employer superannuation contributions at a level of 3.5% above the Superannuation Guarantee amount payable;
- or
- Option 2- Additional Salary: Additional salary paid at 3.12% above the salary and wage rates for the classifications set out in Meander Valley Council Enterprise Agreement 2025.

Other benefits include:

- A 19-day month, allowing for a rostered day off for full-time employees;
- An additional two days of personal leave per year totalling 12 days per year (pro rata for part-time employees).
- A one-off additional personal leave allocation of 5 days (pro rata for part-time employees) granted upon commencement of employment.
- Long service leave is based on 10 years of continuous service, with pro rata access available after seven years of continuous service.
- Paid parental leave of up to eight weeks (or 16 weeks at half-pay) after twelve months' service.
- Ongoing access to professional learning and development opportunities.
- A range of Health and Wellbeing initiatives, including gymnasium, health & wellbeing activities, and access to a free and confidential Employee Assistance Program (EAP) for employees and their immediate families.
- Reward and recognition of service milestones.
- Free parking.

SELECTION CRITERIA

1. A diploma or higher in tourism, business studies or similar and at least four years relevant work experience, or an equivalent combination of training, skills and experience.
2. Experience developing plans and budgets to support the operation of a small business or similar.
3. Evidence of the development of marketing collateral and its merchandising relative to user requirements whilst also promoting multiple products.
4. Sound understanding and experience in delivery of, and leading a team to achieve, high level customer service.
5. Experience managing a team including recruitment and onboarding, rostering, coaching and performance management.
6. High level computer skills including experience with customised systems and Microsoft Office applications.

It is a requirement that the candidate has a current driver's licence, satisfactory certification of National Police Check and Working with Vulnerable People card, and commitment to maintaining these.

LEARN MORE

If you have any questions regarding the position, please contact Vicki Pryer, Team Leader Tourism on (03) 6362 5281 or email vicki.pryer@greatwesterntiers.net.au.

HOW TO APPLY

To be considered for the position, all applications must include four (4) documents:

- Application form;
- Covering letter;
- Current resume; and
- Statement addressing the Selection Criteria (maximum of three pages).

Applications should be forwarded to the attention of the Human Resources Officer via email to: recruitment@mvc.tas.gov.au.

Applications close **9am Monday 9 June 2026**. However, Council may proceed with interviewing prior to this date. Applicants are encouraged to apply at their earliest convenience. Council will remove the advertisement if the position is filled.

Position Description

TEAM LEADER TOURISM

Governance & Community Wellbeing Department
May 2026

POSITION CONTEXT

The Team Leader Tourism is part of the Governance and Community Wellbeing Department. This department is responsible for the strategic direction and programs associated with community health and wellbeing, in particular to support youth development, positive ageing, community sport and recreation, diversity, community grants and responsibility for the operation of the Great Western Tiers Visitor Centre.

The Team Leader Tourism works with the Manager Community Wellbeing to ensure that the Great Western Tiers Visitor Centre services meet the needs of visitors, whilst also conforming to the Tasmanian Visitor Information Network Code (TVIN) and maintaining Tourism Industry Council Tasmania (TICT) accreditation requirements.

ORGANISATIONAL RELATIONSHIPS

Reports to Manager Community Wellbeing.

Direct Reports: Visitor Centre Officers, Visitor Centre & Digital Information Officer, Volunteers.

KEY CHALLENGES

- Ensuring the Visitor Centre remains vibrant and responsive to visitor needs, including implementing change management processes as required.
- Identifying and implementing initiatives for increased revenue and expenditure reduction.
- Providing the regional tourism industry with support and promotion via the Visitor Centre.
- Assisting with the changeover of the brand from the Great Western Tiers Visitor Centre to the Meander Valley Visitor Centre, including new website development.

PRIMARY RESPONSIBILITIES

- Manage site operations of Visitor Centre, gift shop, Yarn Artwork in Silk and the Deloraine & Districts Folk Museum.
- Develop the site strategy and operational plans to ensure the site remains viable and is sustainable.

- Oversee budget and required financial administration.
- Develop and implement the site's marketing strategy in consultation with other Council staff, the TVIN, Visit Northern Tasmanian, TICT, local Tourism Association and other relevant organisations.
- Review and update Great Western Tiers Visitor Centre website, online platforms and social media content.
- Develop retail opportunities and operations.
- Identify and realise public relations opportunities to showcase the Visitor Centre.
- Manage the Volunteer Support Program including recruitment, onboarding, training and operational oversight.
- Support regional and local tourism bodies and stakeholders in appropriate ways that benefit Council and the Visitor Centre ie. consultation input, project roles, administrative support.
- Represent the Council on the Meander Valley Business & Tourism Association, including as a member of the committee executive if required.
- Maintain and develop professional relationships with tourism stakeholders and industry.

LEADERSHIP

- Contribute to the strategic leadership of Council as a participant on Council's Middle Management Team.
- Manage site following operational, safety and strategic plans and relevant guidelines.
- Develop individual and team work plans linking to the operational and strategic plans to assess and manage individual and team performance.
- Promote team development and seek to provide a supportive environment that is creative and innovative.
- Ensure awareness and compliance of employees to Council policy and procedure which impact on the performance of their role.

ALL STAFF RESPONSIBILITIES

- Compliance with all Council policies and procedures that may be varied from time to time.
- Understanding of assigned responsibilities under the Fraud and Corruption Control Policy.

- Ensure that all work is undertaken in accordance with Council's Safety Systems and relevant legislation.
- Carry out all responsibilities in accordance with Council's values.
- Adhere at all times to the Tasmanian Local Government Act 1993, the current Workplace Agreement and any other specific legislation or professional standard that relates to the role.

SAFEGUARDING CHILDREN AND YOUNG PEOPLE

Meander Valley Council is committed to the safety and wellbeing of children and youth while encouraging their participation as a valued member of our community. We have zero tolerance to child or youth abuse or harm.

- You are obligated to prioritise the safety of children and young people you interact with in the performance of your role and contribute to council's continual improvement of safety and wellbeing practices in relation to children and young people.
- You are obligated to report conduct of concern.

For further information, please refer to our Safeguarding Children and Young People Policy and the Office of the Independent Regulator website at this location <https://oir.tas.gov.au/>.

QUALIFICATIONS, KNOWLEDGE, SKILLS AND ABILITY

1. A diploma or higher in tourism, business studies or similar and at least four years relevant work experience, or an equivalent combination of training, skills and experience.
2. Experience developing plans and budgets to support the operation of a small business or similar.
3. Evidence of the development of marketing collateral and its merchandising relative to user requirements whilst also promoting multiple products.
4. Sound understanding and experience in delivery of, and leading a team to achieve, high level customer service.
5. Experience managing a small team including recruitment and onboarding, rostering, coaching and performance management.
6. Exceptional communication and interpersonal skills including the capability to influence and negotiate whilst building strong relationships and rapport.
7. High level computer skills including experience with customised systems and Microsoft Office applications.
8. Knowledge of smart technologies ie. smart devices, interactive information boards and willingness to learn new and emerging technologies such as artificial intelligence.
9. Current driver's licence, National Police Check and Working with Vulnerable People card, and commitment to maintaining these.

ATTACHMENTS

- Council's Agreed Behaviours: 'The Way We Work Together'
- Organisational Chart

The Way We Work Together

We work as a team, value each other's contribution and are accountable for our work.

- We own tasks to completion and ask for help where needed
- We engage in respectful conversations in the workplace, showing kindness to each other
- We collaborate and value the input of everyone
- We communicate openly with transparency, honesty, whilst respecting confidentiality
- We demonstrate respect, trust, support and we encourage others

We support each other's roles to deliver the best outcomes for our customers and community.

- We will take the time to understand who does what and connect customers to the right area
- We are focussed on our customers and the community's needs
- We make decisions that are informed, considered and consistent
- We are willing to try new things, be open to new ideas, and are not afraid to fail

We are supported, trusted, and empowered to do our work.

- We are focussed on positive interactions and will provide constructive, respectful feedback
- We are appreciative of others and accommodate different ways of working
- We support an environment where people feel safe to share their ideas
- We celebrate our achievements

We value open and transparent communication to keep each other well informed.

- We share relevant information clearly and provide regular updates in a relatable way
- We actively listen to everyone and consider different points of view
- We vary our communication to suit the audience
- We are authentic and genuine in our words and actions

We operate in an environment where people feel connected.

- We are inclusive, welcoming and make an effort to build relationships
- We recognise, accept and value diversity
- We will proactively address issues as they arise
- Problems are shared and solved jointly
- We accept and learn from our mistakes

Organisational Chart

Mayor, Deputy Mayor & Councillors

General Manager

