

Position Description

Executive Officer - Western Melbourne Tourism Board (Fixed Term Part-Time)

Shape a stronger Melbourne's west through tourism, connection and a thriving visitor economy.

Background

Western Melbourne Tourism Inc (WMT) is an urban regional tourism board dedicated to fostering a stronger, more competitive visitor economy in Melbourne's west. This region encompasses the municipal areas of Brimbank, Hobsons Bay, Maribyrnong, Melton, Moonee Valley and Wyndham councils.

The WMT Board collaborates with key stakeholders to curate and promote visitor experiences across the region, support local industry operators, advocate to government, and enhance the capability of the sector and the quality of the visitor experience in the region. The role is pivotal in increasing the recognition and contribution of tourism, ensuring potential visitors are aware of the unique factors that make Melbourne's west a compelling destination, and converting this interest to measurable visitation growth.

The WMT Board comprises representation from six western metropolitan council partners alongside industry representation including Victoria University, Parks Victoria, Zoos Victoria and the arts sector. An independent Chair leads the Board. WMT operates with an annual budget of approx. \$250,000, supplemented by in-kind support drawn from its partners.

Requirements of the Role

The Executive Officer provides leadership, coordination and operational support to the WMT Board, serving as the organisation's central point of coordination and primary operational resource.

Day-to-day work activities are guided by the WMT Board's 3-year strategic plan (and annual action plan developed within this strategic framework). Current goals are in four key areas:

- *Storyteller of the West* — Sharing the story of the West as a unique and compelling place to visit and explore - to raise our region's profile and visitor expectations;
- *Advocating for the Visitor Economy* — Leading and driving advocacy and support for, and contribution to, the region's visitor economy.
- *Connecting and Empowering the Tourism Ecosystem* — Leading and connecting the region's tourism industry and building its capability
- *Organisational Performance* — Supporting robust governance to ensure the Board operates with trust, respect and productivity.

The requirements of the Executive Officer role are, but not limited to:

- Building and nurturing strong stakeholder relationships and strategic partnerships and representing WMT in relevant meetings, functions and events;
- Growing and diversifying WMT's income streams, building on the strong foundation of support from WMT's local Council partners;
- Coordinating all secretariat functions for the Chair and Board and any designated working groups;
- Preparing correspondence, project briefings and reports as required for the Board;

- Coordinating the development of strategic plans, research initiatives, annual plans and budgets;
- Leading the project management of key strategic initiatives;
- Overseeing WMT's digital presence for Melbourne's west, including online marketing, a new consumer facing website (lovewestside.com.au) social media channels and e-newsletters; with day-to-day communications coordinated by WMT's communications contractor.
- Administering industry and stakeholder databases, and assist with communication and relationship management;
- Facilitating industry development activities and events; and
- Identifying and pursuing relevant opportunities offered by Visit Victoria, Victoria Tourism Industry Council and other pertinent tourism agencies.

This role is based at Victoria University located at the Footscray Nicholson Campus, with flexible working arrangements supported and negotiated with the successful candidate.

Competencies and Expectations

Key Accountability A - *Developing and managing key stakeholder relationships*

- Identify, engage and cultivate relationships with essential stakeholders
- Manage funding body relationships through regular reporting and proactive liaison
- Manage strong industry relationships to ensure relevance and understanding of WMT tourism role and expertise
- Collaborate closely with lead agencies including Visit Victoria, Victoria Tourism Industry Council to optimise regional and cooperative tourism opportunities for Melbourne's west
- Participate in key industry forums and events, following up on potential opportunities
- Coordinate Melbourne's West participation in Visit Victoria familiarisation/ partnership programs.

Key Accountability B – *Growing and diversifying income*

- Identify and assess opportunities to diversify WMT's income beyond its core council funding — exploring opportunities including membership, advertising, commercial partnerships/sponsorship, and commercialisation of WMT initiatives such as *Namaste Westside*, alongside other emerging opportunities.
- Develop viable opportunities into sustainable and profitable income streams, including establishing appropriate business models, partnerships and delivery arrangements.
- Progressively grow and optimise established income streams to increase their contribution to WMT's overall revenue.
- Develop and manage a balanced mix of income sources that strengthens WMT's long-term financial sustainability and reduces reliance on any single source.

Key Accountability C – *Marketing, Communications, PR and Digital Presence*

- Develop and execute comprehensive consumer and industry communications strategies including regular e-newsletters, social media engagement and paid media campaigns
- Manage and optimise WMT digital platforms including consumer websites — lovewestside.com.au, *Namaste Westside* AI chatbot and website — and the corporate site, melbourneswest.com.au
- Plan, implement and evaluate specific cooperative marketing campaigns and programs
- Sustain and grow the social media presence across platforms such as Facebook, Instagram and Linked In
- Develop and maintain an industry contacts database for marketing and communication purposes
- Ensure the Chair and Board are regularly updated and briefed on marketing performance and issues affecting the Board
- Identify and pursue any relevant media and PR opportunities as they arise

Key Accountability D – *Facilitating industry development activities and networks*

- Assist the board to identify industry development needs and plan industry development programs to address them
- Create and implement industry networking and professional development events
- Increase participation of operators from Melbourne's west in existing industry development activities.
- Provide appropriate resources/ information for the industry on the WMT website.

Key Accountability E - *Project management of strategic initiatives*

- Coordinate the collation, analysis, reporting and dissemination of research relevant to the region
- Explore opportunities for further research, including collaboration with universities or other centres of research
- Lead and implement strategic projects identified by the board
- Manage relevant project budgets, brief and oversee relevant contractors as required.

Key Accountability F - *Administer the operations of WMT.*

- Provide comprehensive administrative support, including being the first point of contact for all WMT enquiries.
- Oversee revenue, expenditure and budget management (in collaboration with the Treasurer and outsourced accountancy support)
- Coordinate all WMT Board meetings and associated working groups.
- Preparing correspondence, minutes, project briefings and reports as required for the Board
- Coordinate the development of a strategic plan, annual action plans and associated budgets
- Coordinate the office space located at Victoria University and managing the partnership with Victoria University
- Ensuring all appropriate governance including relevant agreements, taxation, MoU's and other incorporation requirements are updated in a timely manner.

Specialist Skills and Knowledge

The Executive Officer is expected to possess the following skills:

Industry Specific Skills

- A deep understanding of regional tourism development; however candidates with strong transferable experiences are encouraged to apply.
- Detailed knowledge of contemporary marketing strategies and techniques with a focus on digital and paid media
- Strong analytical skills in the assessment and preparation of tourism strategies and plans
- Understanding of government and industry strategic approaches to co-ordinating and integrating regional tourism marketing
- Ability to analyse and report on detailed tourism surveys and data
- Ability to co-ordinate strategic and tactical tourism marketing activities effectively

Management Skills

- Highly developed organising and planning skills
- Ability to set, monitor and achieve goals for self and others
- Proficiency in managing project budget revenue and expenditure
- Ability to work effectively with a Board, translating strategic direction into clear priorities and action.
- Ability to identify, develop and grow diverse and sustainable profitable income streams.

Interpersonal Skills

- Proven ability to establish and leverage industry networks to achieve operational objectives
- Strong analytical and problem-solving skills, both internally and within a regional stakeholder context.
- Highly developed oral and written communication skills to represent WMT's objectives and interests

Qualifications and Experience

- This Executive Officer role is ideally suited to a well networked tourism professional with industry experience in a marketing or development role within the tourism sector or a comparable industry.
- A tertiary qualification in marketing, business, tourism management or a closely related discipline will be highly regarded.

Terms and Contractual Period

- A two-year fixed term contract from appointment, with a six-month probation period applicable from the date of appointment
- Subject to review and mutual agreement, there is an opportunity to extend the contract
- Remuneration: \$125,000 per annum pro rata (0.6 FTE / three days per week), equivalent to \$75,000 per annum, plus superannuation at the statutory minimum rate and standard pro rata leave entitlements.

Selection Criteria and Person Specifications

- Extensive experience in developing, implementing and maintaining co-operative working relationships between industry, government and other stakeholders.
- Proven ability to manage projects, budget revenue and expenditure.
- Demonstrated understanding of the tourism industry, including its components, structure and development principles.
- Knowledge of the process of developing multi-stakeholder strategic tourism plans and marketing action plans.
- Demonstrated organisational skills, particularly relating to coordination of marketing activities and events.
- Self-motivation, and the ability to work autonomously.
- Experience in working with committees or boards
- Possession of a current driver's licence
- A passion for Melbourne's West and its future.

Other Criteria & Information required

- **Cover letter** outlining your interest in the role, relevant experience and addressing the selection criteria.
- **Current CV/resume** outlining your employment history, qualifications and relevant experience.
- **Contact details for two professional referees.**

Submit applications to info@melbourneswest.com.au **by 4pm, Tuesday 15 September 2026.**

Enquiries

Questions about the role can be made to WMT Chair, Scott Chapman, 0414 271 087.