

**BENALLA**  
RURAL CITY COUNCIL

BENALLA RURAL CITY

**EMPLOYMENT**

**INFORMATION PACK**

**Tourism and Events Officer**

**Full-Time (Re-advertised)**

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## Information Pack

### Tourism and Events Officer

#### Full -Time

Thank you for your interest in applying for the position Tourism and Events Officer with the Benalla Rural City Council

This information package includes the following documents:

- Employment Details
- Benefits of working with Benalla Rural City Council
- Position description including the 'Key Selection Criteria'
- 'How to Apply'
- Application Cover Sheet

For general details of the Council, please refer to the following web site: [www.benalla.vic.gov.au](http://www.benalla.vic.gov.au)

For further information about the position and a confidential discussion, please contact Manager Economic Development and Sustainability, Courtney Naughton on 03 5761 2211.

If you wish to apply for this position, please refer to '**How to Apply**' notes at the end of this document.

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## Employment Details for the Position

Status:	Full-Time
Location:	The position will be based at Benalla Visitor Information Centre, Mair Street, Benalla
Agreement:	Benalla Rural City Council Enterprise Agreement 2021.
Classification:	Band 6 Benalla Rural City Council Enterprise Agreement Clause 33.8
Payment Details:	Salary is paid on a fortnightly basis into a nominated bank account by direct bank deposit.
Superannuation:	Council will contribute 11.0% of salary to a complying superannuation fund nominated by an employee. If an employee fails to nominate a complying fund the council will make the contributions to the Local Authorities Superannuation Fund, known as Vision Super.
Long Service Leave:	Three (3) months after ten (10) years of service. Eligible Employees are able to access their Long Service Leave (LSL) entitlements pro-rata after seven (7) years continuous service. LSL may be subjected to portability arrangements for Local Government employees in certain circumstances.
Professional Development:	Council recognises the importance of the employee maintaining adequate level of skill and will allow for appropriate training opportunities.

## Benefits of working with the Benalla Rural City Council

Working at Benalla Rural City Council, you will be rewarded with flexible working arrangements, work/life balance, an attractive salary, study assistance programs and an encouraging and supportive work environment.

As the Council provides a diverse range of services to the Benalla community, employment opportunities can vary from Administration, Engineering, Planning, Home Care and Management with the majority of staff working on a full-time basis and the remainder part-time and casual.

### Family Friendly and Flexible Working Arrangements

- 14 Weeks paid maternity leave
- 2 weeks paid paternity leave
- 48/52 arrangements

### Employee Assistance Program (EAP)

- Benestar is Council's preferred EAP supplier
- Designed to help staff deal with any work related or personal problems
- Confidential

### Professional Development

- Committed to developing staff by strategically identifying, developing and evaluating learning opportunities
- Access to learning opportunities will be based on corporate, team and individual needs and developments

### Equal Employment Opportunity

Benalla Rural City Council aims to provide a workplace that is free from any form of discrimination, bullying and harassment.

All forms of harassment and bullying are unacceptable, and we are committed to creating an environment in which harassment and bullying are not tolerated at any level.

### Child Safe

Benalla Rural City Council is committed to creating and maintaining a child safe organisation. Protecting children and young people and preventing and responding to child abuse is embedded in the everyday thinking and practice of our organisation.

Benalla Rural City Council encourages and supports the participation and empowerment of all children and young people and recognises that the safety of our children is a whole of community responsibility and is everyone's business.

Benalla Rural City Council has zero tolerance to child abuse.

### Code of Conduct

The purpose of the Staff Code of Conduct is to provide staff with guidance on, and an understanding of the values and standards of behaviour that apply to all Council staff in their daily work activities. It is essential that the Council's affairs are conducted legally, ethically and with the highest standards of integrity and professionalism. These are the values and standards upon which the Council's reputation has been built and will continue to be based. Adherence to these values is fundamental to further building on the partnership and trust between the Council and the community.

<b>Position - Identification</b>	
Position Title	Events and Tourism Officer
Position Classification	Band 6
Position Status	Full-Time
Division	Corporate
Department	Economic Development and Sustainability
<b>Position – Organisational Relationships</b>	
Reports to	Visitor Economy Coordinator
Internal Liaisons	Council staff and councillors
External Liaisons	Volunteers, police and emergency services, neighbouring councils, advisory committees, community members, suppliers, other government agencies, local businesses, commercial partners, tourism operators, tourism sector peak bodies and all organisations necessary to the planning and operation of events.

<b>Position Objective</b>
This position is responsible for delivering tourism services and planning, implementing and evaluating a range of events, including the Benalla Festival. Providing support and specialist advice to community groups and internal teams in the planning and delivery of events. Liaison with the Communications and Engagement team to ensure widespread and effective marketing of Council-led tourism promotion and events.

<b>Responsibility</b>	<b>Outcomes</b>
<b>Corporate Leadership</b>	<ul style="list-style-type: none"> <li>▪ Assist in the establishment and implementation of strategic and community focussed business plans, including participation in the review and development of policies and procedures, Annual Business Plans and work and project plans.</li> <li>▪ Ensure that your supervisor is kept informed on significant issues within areas of responsibility.</li> <li>▪ Maintain a focus on and ensure a commitment to achievement of the Council Plan, Business Plan and key agreed deliverables.</li> <li>▪ Actively participate in organisational activities and contribute to the ongoing strengthening of the organisational culture.</li> <li>▪ Model the positive leadership behaviours outlined in ‘Our Workplace Values’.</li> </ul>

<b>Responsibility</b>	<b>Outcomes</b>
<b>Team Leadership and Management</b>	<ul style="list-style-type: none"> <li>▪ Provide leadership with an emphasis on open and timely communication and development of skills and capability.</li> <li>▪ Effectively communicate relevant policies and decisions of Council staff to ensure understanding and commitment to putting them into practice.</li> <li>▪ Lead the effective and timely delivery of services and projects with regular monitoring, analysis and required adjustment of expenditures and service levels.</li> <li>▪ Contribute to ongoing organisational improvement through providing ideas, seeking opportunities to collaborate across the organisation and actively supporting continuous improvement initiatives.</li> <li>▪ Ensure processes are in place that ensure role clarity, set clear performance expectations and lead to the effective delivery of outcomes.</li> <li>▪ Participation in the development of business plans and budgets for the delivery of services which consider trends, industry shifts and community needs.</li> </ul>

<b>Responsibility</b>	<b>Outcomes</b>
<b>Key Responsibility Areas</b>	<ul style="list-style-type: none"> <li>▪ Effectively plan and deliver Council's annual tourism and events program, including the Benalla Festival and a range of civic functions.</li> <li>▪ Coordinate planning, event logistics and delivery contractors, volunteers and key stakeholders, budgets, sponsorship, marketing and evaluation of Council's annual festivals and events program in accordance with relevant legislation and industry best practice.</li> <li>▪ Develop and coordinate risk management and emergency management procedures for festivals and events in accordance with relevant legislation and industry best practice.</li> <li>▪ Develop and maintain relationships with individuals, community organisations, service providers, working groups and stakeholders to facilitate engagement and participation in Council's festivals and events.</li> <li>▪ Sourcing and securing sponsorship and grant funding for Council events and tourism products.</li> <li>▪ Assist with the implementation of strategic actions in Council's tourism and events strategies.</li> <li>▪ Coordinate the review of event applications.</li> <li>▪ Coordinate volunteers to assist with the running of the Benalla Visitor Information Centre and Council events, primarily the Benalla Festival and civic functions.</li> <li>▪ Assist in the day-to-day operations of the Benalla Visitor Information Centre.</li> <li>▪ Provision of effective visitor information services.</li> <li>▪ Attend tourism conferences, exhibitions and familiarisation tours.</li> </ul>

**Shared Organisational Responsibilities: *All employees are required to***

<p><b>Performance Criteria</b></p>	<p>Benalla Rural City Council uses the following strategic and business planning process which then provides the framework for performance assessment. The Council plan is the key overarching document and reinforces the Council's values, long term strategic direction, fiscal responsibility and evidence-based approach to measuring outcomes.</p> <ul style="list-style-type: none"> <li>▪ Council Plan</li> <li>▪ Departmental Business Plans</li> <li>▪ Individual Performance Plans</li> </ul>
<p><b>Key Result Areas</b></p>	<p>In addition to the performance objectives and responsibilities outlined in this Position Description, a comprehensive set of Key Performance Criteria will be used to clearly measure performance annually. The following table outlines the overarching Key Result Areas. Specific measures of achievement are to be developed by the Visitor Economy Coordinator and Events and Tourism Officer annually.</p>
<p><b>Area of Performance</b></p>	<p><b>Key Result Areas</b></p>
<p><b>Good Governance</b></p>	<ul style="list-style-type: none"> <li>▪ Achievement of the relevant key objectives from team and individual work plans.</li> <li>▪ Following systems, policies and practices to ensure legislative compliance and good practice.</li> <li>▪ Clear understanding of and commitment to delivering key objectives.</li> <li>▪ Efficient and effective use of resources.</li> </ul>
<p><b>Leadership</b></p>	<ul style="list-style-type: none"> <li>▪ Respectful, open and collaborative relationship with the General Manager, the Manager, other staff and residents and service providers.</li> <li>▪ Ongoing growth and development of staff within the team.</li> <li>▪ Visible and constructive leadership role in internal forums.</li> <li>▪ Flexible and effective response to unanticipated events.</li> </ul>
<p><b>Communication</b></p>	<ul style="list-style-type: none"> <li>▪ Provision of honest and timely information and advice.</li> <li>▪ Encouragement of positive feedback that focuses on effort or improvement rather than only outcomes.</li> </ul>
<p><b>Fairness, Equity and Respect</b></p>	<ul style="list-style-type: none"> <li>▪ Issues raised dealt with in a timely and efficient manner.</li> <li>▪ Respectful relationships built within team and with others in the organisation.</li> </ul>



**Shared Organisational Responsibilities: *All employees are required to***

<p><b>Risk Management Responsibilities</b></p>	<ul style="list-style-type: none"> <li>▪ Understand and observe the Risk Management Policy, Framework and related procedures.</li> <li>▪ Immediately notify their supervisor of any incidents, risks or recommendations for risk management of which they become aware.</li> <li>▪ Report any illness, injury, hazard, damage to Council property or assets, near miss or incidents and losses as soon as they are detected to their supervisor.</li> <li>▪ Contribute to the development and implementation of Risk Action Plans within their area of responsibility.</li> <li>▪ Provide timely assistance and requested information in relation to any insurance claim or risk management issues.</li> <li>▪ Respect all Council property to ensure its security and protection.</li> <li>▪ Undertake risk assessments for all proposed projects in consultation with the relevant managers.</li> </ul>
<p><b>Record Keeping Responsibilities</b></p>	<ul style="list-style-type: none"> <li>▪ Understanding records management obligations and responsibilities.</li> <li>▪ Making and keeping accurate and complete records of business activities and decision making.</li> <li>▪ Creating records proactively including those resulting from telephone conversations, verbal decisions, meetings, emails and letters.</li> <li>▪ Ensuring the quality and accuracy of the data used or entered on Council databases and systems.</li> <li>▪ Destruction of Council records are not to occur without authority from the Information Management Coordinator.</li> </ul>
<p><b>Occupational Health and Safety Accountabilities</b></p>	<ul style="list-style-type: none"> <li>▪ Comply with all requirements of the OH&amp;S Management System and legislation.</li> <li>▪ Work safely and not place at risk the health and safety of other workers or the public.</li> <li>▪ Actively contribute to the hazard identification process.</li> </ul>
<p><b>Asset Management</b></p>	<ul style="list-style-type: none"> <li>▪ All staff are expected to familiarise themselves with and abide by Council's Asset Management policies, plans and strategies</li> </ul>
<p><b>Charter of Human Rights</b></p>	<ul style="list-style-type: none"> <li>▪ Council employees should demonstrate, respect and promote the human rights set out in the Charter of Human Rights and Responsibilities by:</li> <li>▪ Making decisions and providing advice consistent with human rights.</li> <li>▪ Actively implementing, promoting and supporting human rights.</li> </ul>

**Shared Organisational Responsibilities: *All employees are required to***

<b>Customer Service Responsibilities</b>	<p>Benalla Rural City Council recognises customer service excellence is the responsibility of all Council staff across the organisation.</p> <p>We will provide service excellence by:</p> <ul style="list-style-type: none"><li>▪ Ensuring information and services we deliver are accessible to everyone.</li><li>▪ Using appropriate language in our publications and technology.</li><li>▪ Being responsible for our work and accountable for its effectiveness.</li><li>▪ Strengthening relationships between staff and customers.</li><li>▪ Listen and act on feedback from both internal and external customers.</li></ul>
<b>Code of Conduct</b>	<p>The staff Code of Conduct outlines standards of conduct and behaviour that must be demonstrated by all Benalla Rural City Council staff. You need to familiarise yourself with the Code and observe its provisions. Breach of the Code may result in counselling and disciplinary action. A substantial breach may result in termination of employment.</p>
<b>Emergency Management</b>	<p>As part of the duties associated with this position, the incumbent may be required to assist Benalla Rural City Council in responding to an emergency, should one arise, affecting the operation of council and/or the wellbeing of the Community.</p>
<b>Policies and Procedures</b>	<p>The terms of the Council's policies are not incorporated as terms of this Agreement and are not intended to create any legally enforceable rights on the part of the Coordinator, but the Coordinator must abide by them because they are lawful and reasonable directions of the Council.</p>
<b>Driver Licence</b>	<p>If you are required at any point to drive a Council vehicle for business use, it is a condition of employment that a current driver licence is maintained. If your driver licence is suspended or cancelled, you must inform your manager immediately.</p>

<b>Position – Skills and Competencies</b>	
<b>Accountability and Extent of Authority</b>	<ul style="list-style-type: none"> <li>▪ Accountable for the safe and compliant delivery of Council produced events and activities.</li> <li>▪ Provide specialist advice and accountable for facilitating comprehensive consideration and approval of community event permits.</li> <li>▪ Regular communication with the Visitor Economy Coordinator and reporting potential issues likely to affect the political environment or cultural sensitivities of events or Council services to the community.</li> <li>▪ Provide reports on planning, coordination and delivery of tasks on an ongoing basis with the Visitor Economy Coordinator.</li> <li>▪ Where responsible for resource supervision, the freedom to act is governed by clear objectives and/or budgets, with a regular reporting mechanism to the Coordinator Festivals and Events to ensure adherence to goals and objectives. The effect of decisions and actions taken in this regard is usually limited to the quality or cost of the programs and projects being managed.</li> <li>▪ Where involved in policy development the work is usually of an investigative and analytical nature, with the freedom to act prescribed by a more senior position. The quality of the output can have a significant effect on the process of policy development.</li> </ul>
<b>Judgement and Decision Making</b>	<ul style="list-style-type: none"> <li>▪ Contribute to the development of policy, guidelines and procedures that enhance effective work flow processes and contribute to continuous improvement.</li> <li>▪ Guidance and advice are usually available from the Visitor Economy Coordinator.</li> <li>▪ Ability to problem solve and make decisions using known techniques, processes, procedures to evaluate events and consider alternatives that may have a substantial impact on the community members and organisations.</li> <li>▪ The nature of the work is usually specialised with methods, procedures and processes developed from theory or precedent.</li> <li>▪ The work may involve improving and/or developing methods and techniques generally based on previous experience.</li> <li>▪ A high degree of innovation, creativity and originality is required to develop, problem solve and deliver the program of events.</li> </ul>

## Position – Skills and Competencies

### Specialist Knowledge and Skills

- Extensive knowledge and proficiency in event management, preferably in community cultural environment.
- Good understanding of rural and regional tourism.
- Ability to initiate new ideas and innovative projects in the delivery of Council's events program.
- Demonstrable professional skill and experience in the preparation and implementation of comprehensive event plans and risk and safety management frameworks that comply with current regulations and guidelines.
- Sound administrative and IT skills in Microsoft Office applications and other current software packages.
- Well-developed understanding of regulations and industry standards pertaining to Risk Management and OH&S in relation to events.

### Interpersonal Skills

- High level communication skills and the ability to engage with diverse communities and community members in respectful and culturally appropriate ways. Facilitate meetings, consultations and manage expectations and ensure effective community input.
- High level written communication skills including the ability to prepare professional proposals, reports and funding applications.
- Capacity to liaise with and work effectively within a team environment, including the ability to encourage and harness others participation and innovation.
- Highly developed communication, advocacy and conflict resolution skills and the ability to problem solve, foster enthusiasm, gain cooperation from others and influence outcomes.

### Management Skills

- Setting priorities and event planning to achieve Council objectives and commitments within the approved resources and deadlines.
- Ability to manage own time, project deadlines, other department requirements or permits and support others.
- Ability to plan, implement, evaluate and manage complex projects.
- Skills in managing time and competing priorities within a dynamic environment.
- Highly developed skills in annual planning and routine operational budget development, monitoring and reporting.
- High level project management skills, with specific experience in managing multiple priorities concurrently in order to achieve safe and successful outcomes within approved resources and deadlines.

<b>Position – Skills and Competencies</b>	
<b>Qualifications and Experience</b>	<ul style="list-style-type: none"> <li>▪ Tertiary qualification in Event Management or equivalent, with relevant experience in the development, production and delivery of festival and events.</li> <li>▪ High level or organisational, administrative and IT skills.</li> <li>▪ Demonstrated skills and experience in the development and implementation of event management plans and risk management strategies for outdoor events.</li> <li>▪ Experience in Local Government or other community cultural environment is desirable.</li> </ul>
<b>Key Selection Criteria</b>	<ul style="list-style-type: none"> <li>▪ Extensive experience in the development and delivery of effective community events in a safe, compliant event management framework, preferably within a local government context.</li> <li>▪ Extensive experience in event risk assessment and the management of event operations and logistics to ensure safe and compliant events in online environments.</li> <li>▪ Experience with marketing, financial, logistical and resource management relating to tourism and events.</li> <li>▪ Excellent written and verbal communication skills and ability to work effectively with a wide variety of people, including volunteers.</li> <li>▪ Customer service experience with a demonstrated commitment to excellent Customer Service.</li> <li>▪ Availability to undertake evening and weekend work.</li> </ul>

## Position – Inherent physical requirements

**Summary** – Responsible for the creation, planning and delivery of Council’s events both major and community as well as civic events.

### Physical Demands of the Role

Physical Demands of the Task and % of time allocated	NEVER 0%	OCCASIONAL 1-30%	FREQUENT 31%-60%	CONSTANT 61%-100%
Sitting			✓	
Driving			✓	
Standing			✓	
Walking			✓	
Steps / Stairs			✓	
Squatting		✓		
Kneeling		✓		
Looking Up		✓		
Looking Down		✓		
Bending Spine Forwards		✓		
Bending Spine Backwards		✓		
Working with hands above shoulder height		✓		
Reaching forwards or sideways		✓		
Gripping or Grabbing		✓		
Fine Hand Coordination		✓		
Lifting from Floor to Waist		✓		
Lifting at waist height		✓		
Lifting from waist to overhead		✓		
Carrying equipment e.g., tools, plants etc		✓		
Pushing		✓		
Pulling		✓		
Exerting force with one hand or one side of the body e.g. digging	✓			
Holding, Supporting or Straining	✓			
Adaptive Device(s) Available	Description of their use			
Ergonomic assessment of office workstation (For office-based positions)	Minimise effects of long periods of sitting			
Ergonomic Chair (For office-based positions)	Minimise effects of long periods of sitting			

## How to Apply

These notes are provided to assist you in the preparation of your application and to help the selection panel judge your application.

### Application Cover Sheet

Please ensure you complete the 'Application Cover Sheet' and include in your application. The personal information collected on this form will be used solely by the Council for that primary purpose for which it was collected or a purpose the person would reasonably expect. If this information is not collected your application will not be processed. The applicant understands that the personal information provided is for recruitment purposes and that he or she may apply to the Council for access to and/or amendment of the information.

### Addressing Key Selection Criteria

The Key Selection Criteria is listed in the Position Description. Each criterion must be addressed and it is essential that the information you provide is clear, concise and most importantly relevant, so that the selection panel can readily assess your application for the above position. It is up to you to demonstrate that you understand the requirements of the position and that you have the necessary knowledge, experience and qualifications to successfully carry out the duties of the position. It must be noted that it is not practical to interview all applicants and therefore only those who best meet the requirements will be short-listed for interview.

### Applications

- Ensure that you have read the position description and understand the requirements of the position
- Your application should include:
  - Application Cover Sheet
  - A covering letter
  - A document addressing the key selection criteria
  - A current resume

All applications will be treated with the strictest confidentiality and are to be submitted by email to: [employment@benalla.vic.gov.au](mailto:employment@benalla.vic.gov.au)

Alternatively, you may post your application to;

"Private and Confidential"  
Rhonda McDonald  
Human Resources Coordinator  
Benalla Rural City Council  
PO Box 227  
BENALLA VIC 3671

*Please use a paperclip to secure all documents; **do not staple your application** or enclose your application in a folder.*

Applications close: **5 pm Monday 6 May 2024.**

*Please Note: Late Applications cannot be accepted.*

# Application Cover Sheet

Position Applied for: \_\_\_\_\_

Note: Applicants are required to respond to the Key Selection Criteria in their applications

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Full Name: \_\_\_\_\_

Address: \_\_\_\_\_ Suburb: \_\_\_\_\_

State: \_\_\_\_\_ Post Code: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: Mobile: \_\_\_\_\_ Other: \_\_\_\_\_

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## Do you have?

Current Driver's License	Y/N
Current First Aid Certificate	Y/N
Current Police Check (not more than 6 months old)	Y/N
Are you willing to undertake a Police Check if required?	Y/N
Have you completed the attached <b>Professional Referees</b> form?	Y/N
Have you read and understood the <b>Position Description</b> ?	Y/N
Have you read 'How to Apply' instructions in the Information Pack?	Y/N

What is your availability to work e.g. hours, days and date of commencement? (Applicable for part time only)

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Where did you see this position advertised?

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**\*\*\*\* Don't forget to attach your Resume and address the Key Selection Criteria \*\*\*\***



## PRIVACY ACT INFORMATION AND DECLARATION

The personal information requested on this form is being collected by the Council for recruitment purposes. The personal information will be used solely by the Council for that primary purpose for which it was collected or a purpose the person would reasonably expect. If this information is not collected your application will not be processed. The applicant understands that the personal information provided is for recruitment purposes and that he or she may apply to the Council for access to and/or amendment of the information. Requests for access and or correction should be made to the responsible officer and/or the Privacy Officer.

### Professional Referees

I hereby agree to the following nominated persons acting as referees and being contacted for the purpose of seeking referee information regarding my previous employment performance and my suitability for future employment:

<b>Name of Referee</b> (Direct Manager if possible)	<b>Company and Position</b>	<b>Contact Phone Number</b>
1.		
2.		
3.		

I confirm that the above referees have been contacted by me and have consented to acting as referees on my behalf. I understand that failure to gain the consent of the persons listed above to act as referees may result in the Benalla Rural City Council not considering me for employment.

I further understand that only information which may assist me gain employment or assess my suitability for employment will be sought from the referees, and that such information will be handled in accordance with the Benalla Rural City Privacy Act Policy and *Victorian Information Privacy Act 2000*, including the provision of access to that information.

**Name of Applicant:** .....

**Signature:** .....

**Date:** .....



# BENALLA

RURAL CITY COUNCIL

Benalla Rural City Council  
November 2014

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BENALLA VIC 3671

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