

<b>Job Title:</b>	<b>Industry Programs Coordinator</b>
<b>Reporting To:</b>	<b>Policy &amp; Programs Manager</b>
<b>Location:</b>	<b>Adelaide CBD</b>
<b>Date Prepared:</b>	<b>November 2021</b>
<b>Contract:</b>	<b>Two Year, Full-Time</b>

---

## PRIMARY PURPOSE

The Industry Programs Coordinator has key delivery responsibility for TiCSA's business development programs. These programs include Tourism Accreditation, the Star Ratings Program, Tourism Awards and Top Tourism Town. Additionally, TiCSA often develops and delivers bespoke industry development programs for individual partners.

The position provides extensive customer service to TiCSA members and other stakeholders to assist them navigate and succeed through each of the programs.

As part of TiCSA's small but dynamic team, the Industry Programs Coordinator contributes to other functions of the organisation including, but not limited to, tourism policy and advocacy, event planning, events, workshops, TiCSA membership and general administration duties.

The successful incumbent will have strong communication skills, well organised with attention to detail and experienced in providing exceptional customer service.

Further details about TiCSA's programs can be found on [www.ticsa.com.au](http://www.ticsa.com.au).

---

## RESPONSIBILITIES

The Industry Programs Coordinator position involves three key areas of responsibility:

### 1. TOURISM ACCREDITATION PROGRAMS

- Deliver the day-to-day operations of the tourism accreditation programs including the delivery, mentoring and auditing of all businesses undertaking national accreditation including Quality Tourism Accredited Business (QTAB), Visitor Information Centres, Camps and specialised Accreditations programs.
- Identify and execute strategies to grow industry participation in accreditation programs (annual KPIs set by TiCSA Board) including:

- Assisting tourism operators and owners to understand, interpret and apply for the Quality Tourism Accredited Business (QTAB) Program for their business
    - Proactively seeking new business to achieve the QTAB program as well as encourage the adoption of other accreditation programs where applicable.
  - Ensure accreditation documents, manuals and databases are maintained and kept up to date.
  - Provide industry advice to tourism operators and owners relating to accreditation, marketing, membership, e-tourism and customer service.
  - Administrative and other duties as required to deliver the program outcomes.
- 

## **2. TOURISM AWARDS**

- Run the South Australian Tourism Awards Program and Top Tourism Town Awards Program including:
    - Ensuring Program documentation and communication materials are up to date.
    - Supporting businesses/regions through the Awards process by maintaining communication and contact with entrants including assistance with conversion and transition of business from registration through to completion of the program.
    - Coordinating the judging program and judges.
    - Assisting organisations and individuals to understand, interpret and enter the state tourism awards program by providing support throughout the awards process and a high level of customer service.
  - Identify marketing activities to promote the program and increase participation including working with key stakeholders to identify opportunities to ensure annual KPI targets are reached or exceeded.
  - Undertake administrative and other duties as required to deliver the Program outcomes including maintenance of Tourism Awards related databases i.e. Awards Online Portal, MembershipWorks, SharePoint, spreadsheets.
- 

## **3. STAR RATINGS PROGRAM**

- Deliver the day-to-day operations of the Star Rating Program to ensure annual KPI targets are met. Including, but may not be limited to:
    - Ensuring Star Rating Program documentation and databases are up to date (i.e. QTF, ReviewPro)
    - Assisting tourism operators and owners to understand, interpret and apply for the Star Rating for their business
    - Conducting on-site assessments of businesses when due.
    - Organising and supplying Star Rating certificates.
  - Proactively seek new business to obtain Star Ratings.
  - Administrative and other duties as required to deliver the Program outcomes.
-

#### **4. ADMINISTRATION AND OTHER**

- Provide back-up on reception including answering the office phone and responding to general enquires.
  - Send new member, membership & QTF renewal packs weekly
  - Administrative and other duties as required including maintenance of related databases i.e. Membership Works, SharePoint, Xero.
  - Assist with TICSAs events, policy development, training and development programs as required.
- 

#### **RELATIONSHIPS**

##### **Internal**

##### **Policy & Programs Manager – Daily interaction**

Direct line manager – Provides support and direction on targets, progress, upcoming tasks, outcomes and issues needing attention.

##### **CEO – As required**

Provide updates, targets, reports and discuss progress.

##### **Partnerships Manager – As required**

Discuss and collaborate on upcoming events, membership, Awards and tasks requiring action and outcomes.

##### **Memberships Coordinator - As required**

Discuss and collaborate on membership renewals/signups for QTF businesses and tasks requiring action.

##### **Communications Coordinator - As required**

Discuss and collaborate on planned communication activities.

##### **Event Coordinator - As required**

Discuss and collaborate on reception relief work, planned event activities

##### **External**

##### **TICSAs Members – Daily interaction**

Assist with the communication, support and assistance of QTF programs including Awards, Accreditation, Star Rating. events, workshops and general enquires.

##### **Tourism Industry and Key Stakeholders – Daily interaction**

General communication, support and assistance of QTF programs including Awards, accreditation, Star Rating. events, workshops and general enquires.

##### **SATC, ATIC, VIC Network etc - As required**

General communication regarding assistance of QTF programs including Awards, Accreditation, Star Ratings, events, workshops and general enquires.

---

## **EQUIPMENT OPERATED/TECHNOLOGY USED**

- Computer, including various software and Microsoft Office Suite
  - Phone, iPad, photocopier, etc.
- 

## **QUALIFICATIONS**

- Tertiary qualifications in Tourism, Marketing, and Business or similar relevant discipline.
- 

## **SKILLS & COMPETENCIES**

### **Essential**

- Outstanding work ethic, professionalism and a high level of customer service skills.
- Exceptional time management, planning and organisation skills with the ability to work to deadlines under pressure.
- High attention to detail and multi-tasking abilities.
- Capable of learning quickly with the ability to work with limited and/or no supervision.
- Strong interpersonal skills and ability to work as part of a small but dynamic team.
- Administration, business experience and computer literacy including MS Office Suite are necessary:
  - Well-developed administration skills from having worked in an office environment would be preferred.
  - A good understanding of various booking and social media platforms are preferred.
- A level of tourism industry knowledge and experience suitable to fulfil the responsibilities of the role.

### **Desirable**

- Understanding of the tourism industry across South Australia
  - Experience working in a small office environment
  - Experience working for a not-for-profit organisation
  - Report writing experience and general correspondence
  - Relevant other experience associated with project work or program delivery.
- 

## **SPECIAL CONDITIONS**

- Some out-of-hours work and overnight stays in regions will be required.
- Current Class 1 Drivers licence and willingness to drive long distances (intrastate) is required.
- Some interstate travel may be required.

---

## Authorisation

Employee Signature \_\_\_\_\_

Date:

Employee Name \_\_\_\_\_

CEO Signature \_\_\_\_\_

Date: