

Are you looking for a tourism focused role with flexibility, then this could be for you.

EXECUTIVE OFFICER

Roe Tourism Association are seeking expressions of interest for a motivated Executive Officer, confident in coordinating the day to day administration duties and the promotion of the Pathways to Wave Rock Trail.

JOB DESCRIPTION

Roe Tourism is seeking to engage an innovative individual or organisation to perform the role of Executive Officer. The successful candidate will be responsible for coordinating the day to day administration of Roe Tourism Association and the promotion of the Pathways to Wave Rock Trail. The role is contracted for a 12 month period with a three month probation period.

DELIVERABLES AND RESPONSIBILITIES

- Provide secretarial and treasurer services to the organization
- Implement the Roe Tourism Marketing Plan, promoting the Pathways to Wave Rock trail and encourage members to use these marketing opportunities to jointly benefit individual Shires and member businesses of Roe Tourism.
- Assist in the identification, development and implementation of tourism opportunities and initiatives
- Liaise with public, community groups, local governments and Tourism bodies pursuing opportunities for promotion of the region and Pathway to Wave Rock trail
- Liaise with the Roe Tourism committee on matters associated with the provision of services
- Assist with leadership and direction in tourism in the Roe Tourism region
- Prepare agendas and minute the Committee meetings
- Organise and attend Roe Tourism meetings, attending to any correspondence or motions at these meetings
- Manage Roe Tourism Association's finances including paying of creditors, raising invoices, reconciling accounts, producing financial reports and budget preparations.
- Identify and submit sponsorship and funding opportunities as they arise
- Maintain relationships with Australia's Golden Outback, NewTravel, Central

- Wheatbelt Visitor's Centre, tourism bodies and operators and other Stakeholders
- Assist in the management of the Pathway to Wave Rock Website and Social Media pages.
- Promote the Pathway to Wave Rock trail and associated attractions through press advertising and any other opportunities that may arise.
- Update and distribute "Pathway to Wave Rock" brochure and other promotional material

ABOUT ROE TOURISM ASSOCIATION

The Roe Tourism Association is a collaborative, non-for-profit partnership between the Shires of Bruce Rock, Corrigin, Kondinin, Kulin, Lake Grace, Narembeen and Quairading. Originally formed in 1998, the purpose of Roe Tourism is to work with the community and local business to promote the 'Pathways to Wave Rock' self-drive trail and encourage visitors to come and see the many extraordinary and unique experiences which the region has to offer.

Take a look and find out more about us, by visiting our website www.pathwaystowaverock.com and [facebook@PathwaystoWaveRock](https://www.facebook.com/PathwaystoWaveRock) and www.instagram.com/pathwaystowaverock/

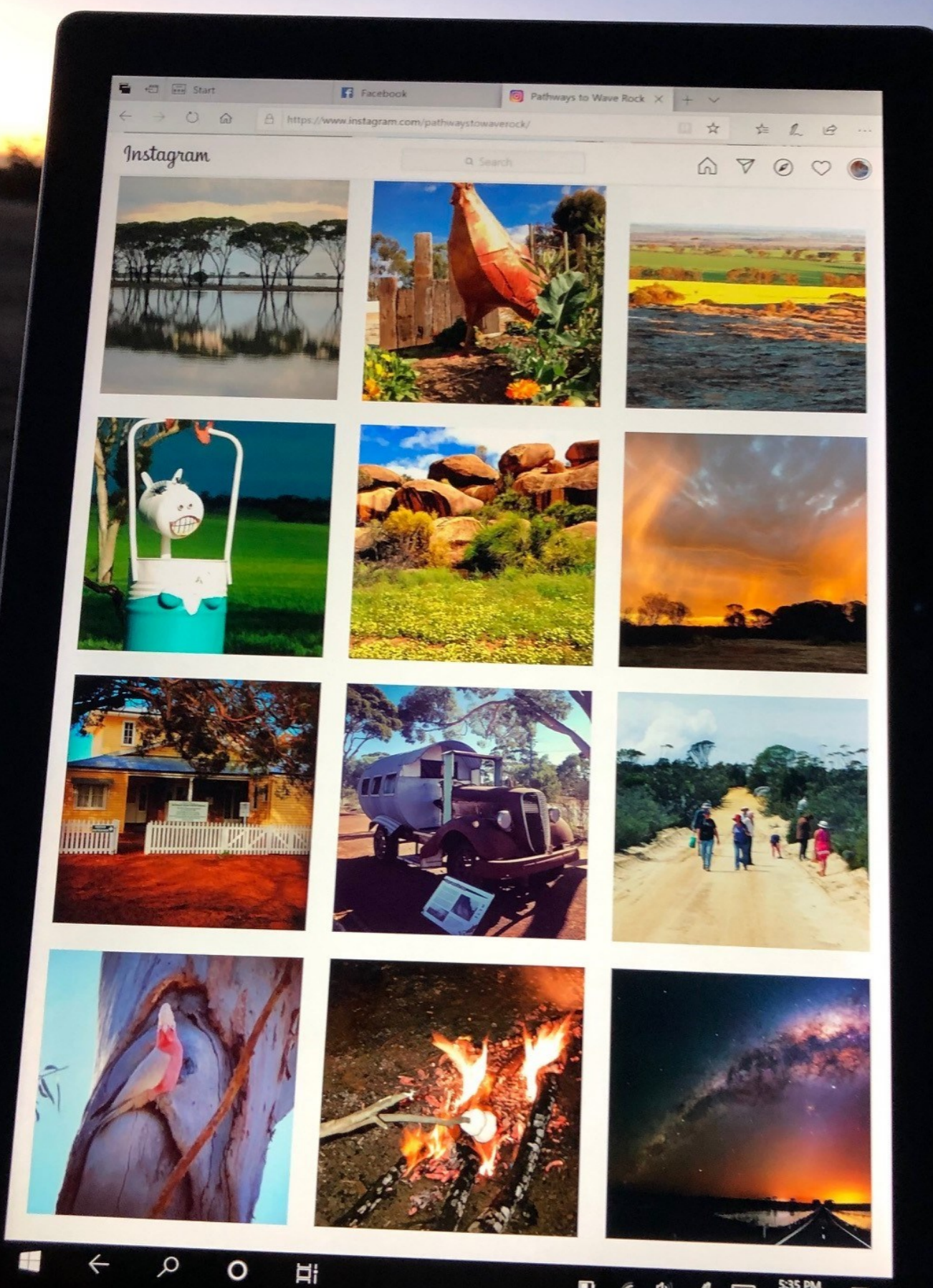
APPLYING FOR THIS POSITION

Submit a one (1) page letter of introduction, making sure to include your level of experience.

Letters to be addressed to: The President, Roe Tourism Association and emailed to: roetourism@outlook.com with the subject line 'Executive Officer EO'

For more information about this contract opportunity, please contact Bevan Thomas, President on 0429 065 302 or email roetourism@outlook.com

APPLICATIONS CLOSE:
Friday 31 July 2021 at 5pm.



Pathways to Wave Rock