



Ringsfield House Advisory Committee
Volunteer Job Description
Marketing and Tourist Advisor

POSITION DESCRIPTION – Marketing and Tourist Advisor

Division: South Burnett Regional Council

Business Unit: Community and Lifestyle

Position Title: Marketing and Tourist Advisor

PRIMARY ROLE

To provide industry relevant advice and insights into current market trends, advertising, and social media guidance to the advisory committee.

KEY RESPONSIBILITIES

1. Investigate and report to the advisory committee on current tourist market trends and marketing opportunities to inform the strategic plan
2. Develop a brand story and marketing material for the facility
3. Develop and provide to the advisory committee social media and website content.
4. Develop a user guide to support future volunteers utilising social media and website content.
5. Create social media platforms and content as part of the committee's recommendations to Council.
6. Liaise with the Booking and Event Coordinator to promote the facility, planned events and community activities.

KEY SELECTION CRITERIA

1. A qualification or third year study or demonstrated industry experience in Marketing, Tourism, Hospitality or Event Management.
2. High level of keyboard and computer skills including sound knowledge of the MS Office Suite
3. Well-developed oral and written communication skills
4. Demonstrated experience and work examples of social media campaigns and website content development.
5. A high-level knowledge of social media codes of conduct, copyright and creative commons.
6. Ability to work effectively within a team
7. Well-developed written and verbal communication skills
8. Ability to work effectively in a team
9. Digital conferencing skills and equipment if volunteering remotely

Any content, social media development and website content will remain the property of Council during, ongoing and on conclusion of the advisory committee

REQUIRED HOURS

Volunteers are required to commit approximately two hours per week or equivalent over the term and attend a minimum four meetings. Attendance may be in person or through a digital conference solution. The advisory committee has specific key performance measures and reporting requirements to maintain, and the position descriptions have been designed to promote the opportunity to work individually on elements of the strategic plan and then collaboratively with other group members prior to reporting to Council.

ADDITIONAL NOTES

1. Volunteers will be required to undergo a police check via a Blue Card – working with children/young people check.
2. Digital conferencing skills and equipment if volunteering remotely
3. Volunteers may be asked to assist with events.
4. All Volunteers will be required to undertake Volunteer induction.
5. Volunteers are required to comply with Council's Code of Conduct.