

# Destination Leader

## Tourism and Events Queensland

Tourism and Events Queensland (TEQ) is a statutory body of the Queensland Government and the State's lead tourism marketing, destination and experience development and major events agency.

With a vision of **inspiring the world to experience the best address on earth**, TEQ is committed to working collaboratively with key stakeholders to grow the tourism and events industry in Queensland.

## Purpose of the role

The Destination Leader works in partnership with the relevant TEQ business units to collaborate with regional stakeholders on the implementation of TEQ's strategic direction which is geared towards achieving economic and social benefits for the State.

The role is integral to TEQ's relationships with key stakeholders in relevant destinations and is also a key liaison point for tourism industry stakeholders.

## You will bring to the role

Must have	Great to have
<ul style="list-style-type: none"><li>▪ Demonstrated success in a tourism, marketing and/or account management role</li><li>▪ Well-developed stakeholder relationship, collaboration and influencing skills.</li><li>▪ Proven leadership skills to inspire enthusiasm and engagement from team members and stakeholders.</li><li>▪ Highly developed project management and budget management skills.</li><li>▪ Highly developed report writing and presentation skills.</li><li>▪ Tertiary qualifications in tourism, business or related discipline.</li><li>▪ Good understanding of the whole of State issues relevant to the development and marketing of tourism in Queensland.</li></ul>	<ul style="list-style-type: none"><li>▪ Established tourism industry relationships with key destination-based stakeholders and an understanding of their inter-relationships</li></ul>

## What you will do

Accountability	Major Activities
Build and maintain strong collaborative stakeholder relationships	<ul style="list-style-type: none"><li>▪ Foster linkages between the RTO's and TEQ, ensuring the right people are in the right strategic and tactical discussions.</li><li>▪ Develop and be a lead provider of specialist marketing, product and stakeholder knowledge of the destinations within the portfolio</li></ul>

# Destination Leader

	<ul style="list-style-type: none"> <li>Respond to stakeholder queries and connect them to internal and external contacts as required</li> <li>Proactively lead the Tourism Network Funding agreement process to ensure all activity is delivered within budget, set timeframes and monitor and report on KPIs.</li> </ul>
Manage key projects and initiatives	<ul style="list-style-type: none"> <li>Manage, coordinate and contribute to projects within the team and cross functionally as required</li> <li>Manage the team's contribution to TEQ programs, including but not limited to: Best of Queensland Experiences program (BOQEP), and Queensland Destination Events Program (QDEP),</li> <li>Utilise destination knowledge and strategic insight to inform TEQ's marketing and event activity</li> <li>Maintain an outcome driven focus in line with TEQ's strategic framework and annual plan</li> <li>Where appropriate, manage external contractors and provide clear briefings to ensure desired result is achieved</li> </ul>
Provide leadership and collaborate with internal stakeholders	<ul style="list-style-type: none"> <li>Develop strong relationship links across TEQ groups to ensure two-way feedback on projects and opportunities</li> <li>Provide insight to TEQ teams on a regular and ad-hoc basis</li> <li>Seek opportunities through knowledge of activity plans</li> <li>Work with the broader Partnerships team to ensure a common understanding of issues and intelligence both in region within the TEQ head office and from key source markets.</li> </ul>
Other Duties	<ul style="list-style-type: none"> <li>Other duties as directed</li> <li>Ensure tasks undertaken adhere to all TEQ's policies, procedures and guidelines.</li> </ul>

## How you will do it

Capability	How you will display it
<b>Brave</b> Confident to lead and challenge your team, colleagues and the broader TEQ environment	<ul style="list-style-type: none"> <li>Challenge why, how and what we do</li> <li>Accept risks and have a go</li> <li>Speak up about performance</li> </ul>
<b>Strategic</b> Makes decisions that progress TEQ's interests	<ul style="list-style-type: none"> <li>Outcome driven, agile approach</li> <li>Find perspective beyond own</li> <li>Purposefully collaborative through vision and targets</li> </ul>
<b>Influential</b> Persuades and communicates to achieve objectives	<ul style="list-style-type: none"> <li>Connect the why with actions and big picture value</li> <li>Embrace discomfort to discover new territory</li> <li>Lead beyond own team</li> </ul>
<b>Genuine Negotiator</b> Achieve a desired position in the best interest of TEQ	<ul style="list-style-type: none"> <li>Leverages relationships to enable constructive negotiations.</li> <li>Respects and considers interests of all parties when seeking resolution.</li> </ul>

# Destination Leader

	<ul style="list-style-type: none"><li>▪ Involves the right stakeholders and provides helpful information during negotiations.</li></ul>
<b>Energetic</b> Fostering enthusiasm and passion	<ul style="list-style-type: none"><li>▪ Shows excitement for and encourages new ideas.</li><li>▪ Shares feedback with team, individually or in group settings, to reinforce positive behaviour.</li><li>▪ Gives credit to the team for their achievements to build their visibility and ownership of success.</li></ul>

## About the role

<b>Position title:</b>	Leader Destinations Southern Queensland ( <i>Fraser Coast, Sunshine Coast, Brisbane and Gold Coast</i> )
<b>Level:</b>	Level 7
<b>Group:</b>	Partnerships
<b>Location:</b>	Brisbane
<b>Reports to:</b>	Relevant Destination Director
<b>Key Stakeholders:</b>	RTO's, LTO's, Tourism Operators, Government Departments, Tourism Australia, QTIC, etc.