



# ADELAIDE HILLS

Adelaide Hills Tourism

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## POSITION DESCRIPTION

<b>Job Title:</b>	Regional Tourism Manager Adelaide Hills Tourism
<b>Employment Type:</b>	Full time permanent
<b>Reports to:</b>	Chairperson and Board of Adelaide Hills Tourism
<b>Responsible for:</b>	Driving the strategic objectives of Adelaide Hills Tourism, by managing the key functions of the organisation, including strategic development, administration, marketing, business development, programs, events, stakeholder engagement, and communications.
<b>Issue Date:</b>	January 2025

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### Position Background & Objectives:

Adelaide Hills Tourism Incorporated is the official Regional Tourism Organisation (RTO) of the Adelaide Hills region. Trading as Adelaide Hills Tourism (AHT), the organisation is responsible for promoting awareness, development, capability, and networks for tourism in the Adelaide Hills.

AHT operational structure currently depends on the income from major funding partners, Adelaide Hills Council (AHC) and Mount Barker District Council (MBDC). AHT is further supported by the South Australian Tourism Commission (SATC) and identifies and secures other sources of income such as grant funding and sponsorship. Maintaining and managing major funding sources is a critical part of the role.

AHT develops and implements an Adelaide Hills Tourism Strategic Plan and Annual Business Plan, and in doing so, supports the South Australian Tourism Plan, and the funding partners' strategic plans. Supported by the Board of AHT, the Regional Tourism Manager is responsible for the creation and execution of the Adelaide Hills Tourism Strategic Plan and Annual Business Plan, and for developing and fostering collaboration with tourism industry stakeholders and funding partners.

The Regional Tourism Manager will work with the state, regional, and local tourism industry to increase visitor numbers, length of stay, expenditure, and return rates, by positioning the region as a distinctive and competitive tourism destination.

Internally, the Regional Tourism Manager reports to the Chairperson of AHT, under the overall direction of the AHT Board. The Regional Tourism Manager also manages external administration and digital & social media services contracted by AHT.



## Principal Responsibilities:

The responsibilities of the Regional Tourism Manager, include, but are not limited to, the following.

- Support the AHT Board to develop the Adelaide Hills Tourism Strategic Plan (typically a 5-year plan).
- In accordance with the Strategic Plan develop an annual Business Plan for Board approval.
- Implement the strategies and activities of the approved annual Business Plan.
- Regularly review and modify programs where appropriate.
- Evaluate and report on activities on an ongoing basis.
- Ensure strategies and plans support the objectives of the SATC Plan, and the plans of AHC and MBDC.
- Identify industry development needs and introduce programs to ensure the growth and development of the Adelaide Hills tourism industry.
- Work with the SATC to identify key product gaps and establish processes to fill these gaps.
- Secure & build cooperative partnerships with regional/local tourism operators.
- Establish & manage region-wide cooperative programs in conjunction with SATC or other partners.
- Meet with industry and stakeholders, spending at least 3 days per week conducting face-to-face meetings on the region.
- Communicate on a regular basis with industry, including management of the regular AHT industry newsletter.
- Manage AHT industry events. Such events may be outside standard working hours.
- Represent AHT at applicable industry events. Such events may be outside standard working hours.
- Support tourism events and festivals of quality throughout the region, including the Australian Regional Tourism Conference which will be held in Hahndorf in October 2025.
- Manage the AHT website, ensuring its content and functions are current and effective.
- Manage AHT social media content and communications, including direction of the social media contractor.
- Manage AHT resources effectively.
- Manage external contractors and suppliers, including digital & social media contractor and administration contractor.
- Ensure sound best-practice governance.
- Report to the AHT Board and stakeholders regularly against the agreed business plan and budget.
- Keep account of running expenditure against approved budget and plans.
- Prepare and monitor annual budgets.
- Manage the administration and coordination of the Board, including the development of timely reports, agendas, minutes etc.
- Act as the key contact for all Adelaide Hills regional tourism issues.
- Manage & direct enquiries.
- Communicate with the media regarding PR opportunities for AHT, the Adelaide Hills region and its stakeholders, communicating closely with the Chairperson in this regard.
- Respond on behalf of AHT and the region to media requests.
- Represent and present on behalf of AHT at relevant forums, meetings, and events.
- Along with the Chairperson, act as the spokesperson for the Adelaide Hills Tourism industry and region in general.

- Obtain funds through co-operative funding, donations, sponsorships, partnerships, and various fundraising activities to promote the objects and purposes of AHT.
- Raise community awareness of the value of tourism.
- Advise and support the Board and industry as to suitable grant funding opportunities.
- Communicate effectively with funding partners – as well as other key stakeholders such as Regional Development Australia and Adelaide Hills Wine Region.
- Where applicable, assist in the provision of a safe working environment for all representatives of AHT, in accordance with the Work, Health and Safety Act 2012.
- Any other duties incidental to the above.
- Any other duties as directed by the AHT Chairperson and Board.

### **Organisational Relationship**

- Reporting directly to the Chairperson of the AHT Board.
- Respond to the overall direction of the AHT Board.
- Manage external contractors and suppliers of AHT, including digital & social media contractor and administration contractor.

### **Extent of Authority**

- Authority and expectation to use initiative in relation to all aspects of the role as outlined in the position description.
- Responsible for making suitable recommendations to the Chairperson in line with position description and the AHT constitution.
- Expenditure subject to approved budget lines
- Liaising AHT's Chairperson and Treasurer on matters of financial payment and refund.

### **Performance Indicators**

- Meeting personal and team KPI's, budget criteria and deadlines as directed by the Chairperson and Board.
- Completion of activity and results in accordance with the Adelaide Hills Tourism Strategic Plan and AHT Annual Business Plan.
- Accurate and confidential records across all appropriate areas.
- AHT operating expenditure within approved budgets.
- Compliance with the constitution of AHT.
- Management of external contractors of AHT in accordance with approved guidelines and KPI's.
- Positive contribution to the overall business objectives and reputation of Adelaide Hills Tourism.

**Essential Attributes**

- Tertiary qualifications in tourism, business management or equivalent.
- Experience in tourism business and/or the tourism industry.
- Understanding of the tourism industry in a regional, state, and national context.
- Understanding of tourism markets.
- Experience with marketing and public relations.
- Experience with media liaison and media.
- Experience in sourcing funding from the public and private sector.
- Demonstrated ability to lead a small team.
- Experience in strategic planning and reporting to a Board.
- Ability to prepare and implement work plans.
- Ability to set budgets and prepare financial reports.
- Ability to measure performance to develop an understanding of organisational effectiveness.
- Ability to oversee small to medium projects.

**Acceptance:**

*I have carefully read this position description. I confirm that I have the skills and experience required and accept this position.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

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

Date of Commencement: \_\_\_\_/\_\_\_\_/\_\_\_\_\_

**Important Note:** Please initial on every page of this position description, return the original and keep a copy for your records.