

Wellington Park Management Trust

Visitor & Recreation Strategy Coordinator

Position Description



Location	Hobart
Employment	3-year contract
Salary	\$90,000 base salary per annum (plus employer superannuation of 10.5%)
Ordinary hours per week	38 hours
Responsible to	General Manager, Wellington Park Management Trust

Role Purpose

To implement the Visitor and Recreation Strategy (VRS) and *Pillar 1: Visitation and Recreation* of the Trust's *Strategic Plan 2021-2025*. In addition, the position will provide support for the Trust's broader planning, communication and engagement activities.

Role Duties

- Implement, evaluate and improve the Visitor and Recreation Strategy (VRS)
- Effectively communicate the VRS to Park management agencies, State Government, park visitors, user groups and the wider community
- Support the Education and Regulations Coordinator to prepare a Visitor Risk Management Strategy
- Support the collection and analysis of visitor data, including working with Park management agencies and the State Government to better understand the drivers of visitation and recreation in the Park
- Develop action plans with Park management agencies to target specific use areas and activities
- Contribute to the development and review of other planning documents relevant to Wellington Park, including the Wellington Park Bike Strategy, Wellington Park Walking Track Strategy and the Master Plan for Junction Cabin
- Maintain the Trust's central database of visitation statistics
- Coordinate the analysis of Park usage data as it relates to visitor management, including usage patterns, infrastructure and communication requirements, to adapt the VRS to changing use patterns and pressures
- Contribute to the review of the Wellington Park Management Plan
- Monitor external data sources (eg social media) for information on usage of Wellington Park
- Develop and maintain relationships with key tourism stakeholders, including Trust Member agencies, commercial operators, the Aboriginal community, government agencies and industry representative bodies
- Contribute to the production of Trust communications materials
- Support relevant Trust and member agency projects as directed
- As part of daily activities, monitor for research and development opportunities

Key skills and experience

- Demonstrated effective project management skills and the ability to prioritise
- Demonstrated experience with projects comprising multiple stakeholders with competing interests and demands
- Strong working knowledge of contemporary communication and engagement practices
- High level of interpersonal and communication skills (written and verbal)
- Excellent data analysis and interpretation skills, including a strong working knowledge of MS Excel and/or PowerBI is desirable
- Experience working in nature-based tourism would be an advantage

Responsibility, Decision-Making and Direction Received

The Visitor and Recreation Strategy Coordinator is:

- required to operate under the direction of the Trust General Manager
- required to work collaboratively in a small, dedicated team of Trust staff
- required to operate with accountability and integrity
- responsible for ensuring a safe working environment by complying with relevant Work Health and Safety (WHS) legislation, codes of practice and policies, procedures and guidelines issued under the Trust's WHS Policy and Procedures.

About the Wellington Park Management Trust

The Wellington Park Management Trust is an independent statutory authority set up under the *Wellington Park Act 1993* to be the managing authority for Wellington Park.

The membership of the Trust comprises an independent Chairperson together with the Director-General of Lands, the Director of National Parks and Wildlife and the Chief Executive Officer of Tourism Tasmania (or their nominees); two members nominated by Hobart City Council; and one nominee each from Glenorchy City Council and TasWater.

The Trust is responsible for preserving or protecting the diverse natural and cultural heritage of Wellington Park. The Trust has a role in strategic planning and co-ordination as well as a regulatory role and works closely with its land-owning and management agencies to implement the Wellington Park Management Plan and other related strategies and policies. Refer to the Trust's website for more information at www.wellingtonpark.org.au.

Working for Wellington Park Management Trust

The Trust supports diversity and seeks to have a workforce that reflects the broader Tasmanian community. We are committed to the safety and wellbeing of our employees and in ensuring a workplace that is free from discrimination, harassment or bullying. We value flexibility and enable our team to work in ways that meet their work/life commitments and support their wellbeing. The preferred candidate will be required to undergo pre-employment checks including Police Check, Working With Vulnerable People Registration and a pre-employment medical.

How to apply

Please send your resume and a cover letter detailing how you meet the Key Skills and Experience requirements to amy.russell@wellingtonpark.org.au. For more information, contact the General Manager on 0428 226 218.

Applications close **5pm Monday 29 August**.