Visitor Economy Industry Officer

Rewrite the Future with Central Coast Council and help shape one of our region's most exciting industries. As our Visitor Economy Industry Officer, you'll turn great stories, strong partnerships and smart projects into real growth for local tourism.

- Temporary full time contract 2 years from commencement
- 35 hours per week
- 9 day fortnight including RDO

About the role

As a Visitor Economy Industry Officer, you'll support the delivery of Central Coast visitor economy projects, working closely with local tourism operators, stakeholders and the Destination Central Coast team. You'll write engaging industry stories, reports and web content, and coordinate events and workshops that help local businesses grow. You'll also track industry performance and pursue external grant funding to strengthen the Central Coast's visitor economy.

This position is required to provide quality customer service and create value for the community.

Applicant Profile

To be successful in this role, you will have:

- Degree qualifications in Business, Marketing, Tourism, Communications or related field or demonstrated extensive solid contemporary experience in a similar role, combined with ongoing professional development

- Current Class C Driver's Licence

- Experience providing specialist advice and recommendations that help the organisation achieve quality outcomes, along with strong written communication skills across newsletters, web copy, project briefs, formal reports and presentation decks. You'll have delivered events, workshops and government-funded projects for internal and external stakeholders in a strategic role. You'll also have a proven ability to build credible relationships and to influence, persuade and negotiate valuable outcomes in a complex, political environment.

Offer Details

The commencing salary for this position is up to $100,549.03. Central Coast Council also provides progression opportunities for employees to progress up to the maximum salary of $116,501.17 on completion of assessment of skills and/ or performance plus 12% superannuation

- We have a temporary full time role available
- This role will be able to access a 9 day fortnight
- We are able to offer hybrid and flexible working conditions for this role - 2 days from home and 3 days onsite
- This role is located at the Wyong Administration Building and Visitor Centre at The Entrance.

Want to know more?

The contact person for this role is **Bianca Gilmore, Section Manager Events Marketing and Visitor Economy.** You can contact **Bianca** on **0455 174 724**.

This position will close for applications at **midnight on Sunday, 29th November 2026.**

We will not accept unsolicited resumes or applications being presented by recruitment agencies.



Extra benefits

At Central Coast Council we provide team members with a range of extras that help them balance their life when they need it. Fitness Passports give access to a range of gyms. And an Employee Assistance Program that offers a range of wellbeing initiatives to help you and your immediate family.

Other extras include:

- Long service leave after 5 years of continuous service
- Free flu vaccination program
- Time provided for you to do annual skin cancer screening, Breast screen and blood donations
- Access to professional development with career development and learning programs through various platforms
- We reward and recognise our staff with our Cheers program
- Novated leasing partnerships.

Central Coast Council is ideally located on the northern fringe of Sydney and just an hour's drive from Newcastle, the Central Coast offers one of the best places in Australia to live and work. The Central Coast is one of the fastest growing regions in NSW, the third largest Local Government Area (LGA) in NSW and the 6th Largest LGA in Australia.

Central Coast Council is committed to the goals of equal opportunity employment. We aim to provide a work environment for our employees that fosters equity, diversity and respect.

Council is committed to providing safe environments that protect the physical, emotional, cultural and social wellbeing of children on the Central Coast.

Council may create an eligibility list from this recruitment process and may utilise this eligibility list to fill other permanent or temporary vacancies.

How to apply

We have put together some additional resources to help you apply for a role at Central Coast Council.

By completing and submitting this online application you confirm that any information that you provide in this application is true and correct and acknowledge that any offer of employment may be withdrawn should the information that you have provided in support of your application be shown to be false.

You also consent to employment screening checks being conducted where appropriate. This may include associated checks including reference checks, Working with Children Check, Entitlement to Work in Australia, employment history and an Australian Federal Police Check, as well as substantiation of educational qualifications, industry memberships, previous Central Coast Council employment history and association with professional bodies.

You also acknowledge that you will be required to provide proof of eligibility (including photo identification) to work in Australia if selected for an interview.

To lodge your application, please follow these steps:

1. Click to apply
2. Answer the online questions
3. Attach your resume
4. Attach your qualifications and licences.

Once your application is successfully lodged you will receive an automated response sent to your e-mail address. If a response is not received this means that your application has not been successfully submitted and you will need to lodge another application.

If you require assistance to lodge your application please contact our Talent Acquisition team by emailing recruit@centralcoast.nsw.gov.au to discuss what reasonable adjustments you may need. If you are deaf, hearing or speech impaired, you can contact us through the National Relay Service TTY call 133 677 or Speak & Listen 1300 555 727.

Applicants who are selected for interview will be contacted by phone or e-mail.

You will have the ability to save your application as you go using the 'Save Application' button. You can start an application and return to it later via the automatic follow-up email once you have the time and required information at hand to finalise your application.

If you don't have access to a computer or electronic device, you can lodge your application at any of Council's Library locations. Pre-book a free 1-hour computer timeslot by contacting your nearest library https://www.centralcoast.nsw.gov.au/libraries/our-branches or ask at the enquiry counter.



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