



## Job Specification

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| <b>Title of Position:</b>   | <b>Certification &amp; Policy Manager</b> |
| <b>Salary</b>               | \$51,250 p/annum (reviewed annually)      |
| <b>Type of Appointment:</b> | Full time                                 |
| <b>Term:</b>                | Permanent                                 |
| <b>Location:</b>            | Brisbane                                  |
| <b>Reporting to:</b>        | Chief Executive                           |

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## ROLE SPECIFICATION

The **Certification & Policy Manager** will be responsible for the day to day management of Ecotourism Australia's certification and policy programs and relationships. Working in close partnership with the CEO and Communications and Audit Manager to position the organisation as trustworthy, knowledgeable and reliable through:

- Building the value proposition to our members through our certification programs by ensuring they remain relevant, drive best practice and add value to businesses,
- Developing clear and industry driven policy statements and position papers, and
- Sourcing and seeking suitable grant funding and relationships

### Special Conditions:

Ecotourism Australia is a not for profit organisation that is focussed on delivering value, benefits and relevance to our members whilst inspiring environmentally sustainable and culturally responsible tourism. As such much is expected of our staff.

The position is subject to a three-month probationary period.

Two days annual 'volunteer leave' is provided to encourage staff to become engaged in community and/or environment programs.

Some national travel is expected.

### Position Description / Duty Statement

- Certification
  - Ensure Ecotourism Australia's (EA) certification and membership programs are managed and reported effectively and efficiently
  - Ensure EA's certification programs are uploaded, kept up to date and monitored on the 'Travelife' IT platform
  - Manage, monitor and report on the 'Travelife' Agreement
  - Ensure EA's certification programs are regularly reviewed and updated as required
  - Act as the 'purchaser' with the Communications and Audit Manager in an internal 'purchaser/provider' model for EA's auditing service

- Ensure EA 'walks the talk' by maintaining the relevant certification requirements for our business and demonstrates leadership by following best practice and sustainability initiatives
  - Ensure EA's certification collateral, "Essentials" brochures, are up to date and accurate
  - Lead certification workshops as required
  - Maintain EA's relationship with the Global Sustainable Tourism Council and ensure EA's certification programs retain their 'recognised' and/or 'accredited' status
  - Supervise and support the Program Coordinator to maximise the conversion of applicants to certified members
  - Act as secretariat for the EA Certification Committee
  - Maintain relationship with Australian Tourism Data Warehouse and build/maintain the Green Travel Guide based on ATDW data.
  - Work closely with CEO and Communications and Audit Manager to effectively communicate membership benefits
  - Act as members primary contact for certification issues
  - Work with the CEO and Communications and Audit Manager to maximise benefits and operation of marketing and trade events – Australian Tourism Exchange, Global Eco Conference, etc
  - Ensure Ecotourism Australia's procedures manual is up to date and followed by all staff.
- Policy
    - Develop relevant and timely organisational policy on national ecotourism issues and responses to inquiry's requests for input – for the CEO and EA Board
    - Create and maintain relationships with relevant research bodies and manage the MOU with the University of Queensland
    - Act as secretariat for the EA Policy & Advocacy sub-committee
- Grants
    - Source and gain relevant grant opportunities either directly or in partnership
    - Ensure all grants are project managed and acquitted in accordance with their requirements
- Undertake projects and tasks as requested by the Chief Executive and Board

### **Mandatory Conditions of Employment**

The employee must agree that the Ecotourism Australia workplace observes the requirements of, and operates as an Equal Opportunity Employer, and within the requirements of the Workplace Health and Safety Act. Further, the employee must remain familiar with the location of the building emergency fire exits, and first aid kit.

The employee agrees that any noted instances of discrimination or harassment on the grounds of race, religion, sex, or any other reason, must be immediately reported to the Chief Executive.

## Selection Criteria

### Essential

1. A passion to inspire environmentally sustainable and culturally responsible tourism with a demonstrated understanding of nature-based tourism and ecotourism and the ability to work with tour operators, government agencies and other stakeholders
2. Demonstrated understanding and a working knowledge of certification programs and principles
3. Strong relationship building skills and experience, ideally in a membership-based organisation
4. Demonstrated policy development experience and expertise
5. Strong computer skills with the proven ability to operate and maintain databases, excel and interactive software packages
6. Ability to plan and deliver workshops and presentations.
7. Highly organised with the ability to manage a portfolio of projects/programs
8. Relevant tertiary education qualifications, preferably postgraduate level (tourism, education, business, heritage management)

### Preferred

9. Experience in a hands on nature based tourism role

For general organisational information: [www.ecotourism.org.au](http://www.ecotourism.org.au)

Signed: .....

Name: .....

Date: .....