

POSITION VACANT - TOURISM WHITSUNDAYS

PRODUCT DEVELOPMENT MANAGER

Permanent full-time position

38 hours per week

Located in Cannonvale, The Whitsundays, Heart of the Great Barrier Reef

[Click here to view the full Position Description](#)

Are you ready to play a pivotal role in driving tourism innovation and growth in one of Australia's most stunning regions? Tourism Whitsundays is seeking a Product Development Manager to join our dynamic team and help us unlock the full potential of the Greater Whitsundays tourism sector.

Tourism Whitsundays is an industry driven marketing organisation funded by Whitsunday Regional Council, Tourism and Events Queensland and membership from the tourism industry.

TW seeks to recruit talented and committed people who:

- recognise the value and respect the privilege of working for the community;
- demonstrate leadership by making a difference and achieving positive outcomes;
- behave in a way that earns trust and mutual respect;
- support each other and respect diversity;
- understand the importance of relationships;
- strive for solutions-based approaches; and
- behave in an ethical and accountable manner.

About the Role:

As the Product Development Manager, your mission is clear: foster collaboration and innovation across the Greater Whitsundays region's tourism sector. Your primary focus will be developing diverse tourism products, from grassroots concepts to trade-ready offerings. You'll also support existing products, enabling them to evolve and create unique experiences. Sectors like Agri-Tourism, Indigenous Experiences, Luxury, Adventure, and Land-based products will be in your spotlight as you recognise their potential to diversify the tourism landscape.

Key Responsibilities:

- Identify key investment opportunities for the Greater Whitsunday region.
- Utilise your business acumen to mentor emerging operators from conception to trade-ready.
- Identify new tourism experience opportunities, land-based opportunities and those focused on food/agritourism.
- Coordinate and implement tourism product, experience and destination development activities in The Whitsundays to support growth, sustainability and competitiveness of The Whitsundays tourism in key markets.
- To promote cross-operator opportunities, including but not limited to packaging programs, contact introductions, and itinerary development targeting longer visitor stays in the region.



THE HEART OF THE GREAT BARRIER REEF

This is not just a job; it's an opportunity to make a lasting impact on the Whitsundays' tourism industry. We want to hear from you if you're ready to embrace this challenge, build relationships, and drive innovation!

If you are interested in this job, apply by submitting the following:

1. Cover letter addressing how your skills meet the 'what you will do' section of the [Position Description](#)
2. Your resume

Submit applications to the Executive Assistant via email at aimee.cameron@tourismwhitsundays.com.au. For further information, please phone 07 4948 5900.

Applications close on 15 November 2023.

Tourism Whitsundays

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