

LOVERS OF FINDING THE EXTRAORDINARY IN EVERY PLACE.

Love immersing yourself in a place and digging deep to uncover those hidden treasures, compelling stories and unique experiences? And would you love to be the one to share those with the world? To reposition, reimagine, repackage and really put a place on the map, on the itinerary, and on the must-do-before-you-die list? Yes?

THEN YOU'RE IN THE RIGHT PLACE.

♥ LOVE

Thinking big
Solving problems
Storytelling
Teamwork

🦋 STRENGTHS

Innovation and creativity
Excellent written and verbal communication
Organisation and collaboration

✓ PREFER

Working and sharing with others

👎 DEAL BREAKERS

No outlet for creativity

WHERE COULD YOUR CURIOSITY AND CREATIVITY TAKE YOU?

You could find yourself marketing or managing the visitor experience right in the heart of Perth city, in the inner-city and iconic coastal precincts or the local attractions you know and love. Reinventing the regional city or town you grew up in, or always wanted to go back to. Engaging media, hearts and minds in the unique local landscapes and nature, heritage, history, culture, flavours, stories and characters that make it a must-see.

- State and regional tourism offices
- Perth City, inner-city and metro precincts and attractions
- Regional shires and cities, country towns and attractions
- Food and wine regions
- World Heritage listed sites
- Island and remote outback destinations/attractions
- Adventure and theme parks





**BRING THE IDEAS THAT INSPIRE
ACTION AND ADVENTURE.**

DESTINATION MARKETING MANAGER

- Developing creative messaging that engages every target audience
- Designing and packaging tours for travel agents and tour operators
- Creating and managing media and marketing campaigns

**CREATE THE EXPERIENCE THAT GETS THE
MOST SHARES AND LIKES.**

VISITOR EXPERIENCE MANAGER

- Managing and reimagining attractions and outdoor spaces
- Overseeing bookings and the smooth operation of the venue
- Meeting visitor needs, inspiring minds and exceeding expectations

WHERE TO FROM HERE? EXPLORE YOUR PATHWAYS.

VOCATIONAL TRAINING

- Certificate I in Tourism – Australian Indigenous Culture (Code: SIT10116)
- Certificate II in Tourism (Code: SIT20116)
- Certificate III in Tourism (Code: SIT30116)
- Certificate IV in Travel and Tourism (Code: SIT 40116)
- Certificate IV in Guiding (Code: SIT 40216)
- Diploma of Travel and Tourism Management (Code: SIT50116)

UNIVERSITY COURSES

- Bachelor of Commerce Tourism and Hospitality Major, Curtin University
- Bachelor of Hospitality and Tourism Management, Edith Cowan University
- Bachelor of Commerce/Business/Laws/Entrepreneurship and Innovation Tourism and Hospitality Major, Murdoch University
- Masters of International Hospitality Management, Edith Cowan University

TRAINEESHIPS

Giving you the opportunity to combine practical experience at work with structured training, you enter a formal training contract with an employer that leads to a nationally recognised qualification. And you spend most of your time in paid employment.

- Tourism Attractions and Theme Parks – Certificate II in Tourism (Code: SIT20116)
- Guiding – Certificate II in Tourism (Code: SIT20116)
- Tourism Sales and Office Operations – Certificate II in Tourism (Code: SIT20116)
- Guiding – Certificate III in Guiding (Code: SIT30316)
- Tourism – Certificate III in Tourism (Code: SIT30116)
- Visitor Information Services – Certificate III in Tourism (Code: SIT30116)
- Travel and Tourism Officer – Certificate IV in Travel and Tourism (Code: SIT40116)
- Travel and Tourism Manager – Diploma of Travel and Tourism (Code: SIT50116)

**WANT TO EXPLORE MORE?
HEAD TO [HTTP://THECAREERS.GUIDE/](http://thecareers.guide/)**



FutureNow.