

CAREER OPPORTUNITY / WIMMERA MALLEE**Partnership Manager - Wimmera Mallee**

EMPLOYMENT	REMUNERATION	VEHICLE ALLOWANCE	LOCATION
Full-time · ongoing	\$85,000 + super	\$13,000 p.a.	Horsham

About GWMT

Grampians Wimmera Mallee Tourism (GWMT) is the accredited Visitor Economy Partnership representing the Grampians and Wimmera Mallee destinations. Working with eight councils, industry, Visit Victoria and the Victorian Government, we strengthen the visitor economy through strategic marketing, partnerships, industry development and destination leadership.

The opportunity

Reporting directly to the Chief Executive Officer, the Partnership Manager leads industry partnerships and stakeholder engagement across the Wimmera Mallee, grows commercial partnership income and supports tourism business and destination development. The role collaborates closely with GWMT's Business Manager and marketing team.

Key responsibilities**Industry partnerships and commercial growth**

- Recruit, retain and service industry partners; manage partnership benefits, renewals and revenue targets.
- Identify cooperative marketing, sponsorship and business development opportunities; maintain accurate partner records and report on outcomes.
- Work with the marketing team to coordinate industry communications, partner promotions and campaign deliverables.

Council and stakeholder relationships

- Maintain effective working relationships with Buloke Shire, Hindmarsh Shire, Yarriambiack Shire, West Wimmera Shire and Horsham Rural City Council.
- Engage tourism operators, associations and regional agencies; represent GWMT at relevant meetings and industry activities.
- Assist local government partners with implementation of their Local Area Action Plans, supporting agreed visitor economy priorities and initiatives.

Industry development and destination projects

- Work with the Business Manager to support industry capability programs, tourism product development and destination management priorities.
- Manage and deliver GWMT's participation in caravan and camping shows, including planning, budgets, exhibitor coordination, logistics, staffing and evaluation.
- Coordinate the Wimmera Mallee Touring Guide, including content collection, stakeholder input, production timelines, supplier liaison and distribution planning, in collaboration with the marketing team.
- Identify relevant project and funding opportunities and contribute to implementation and reporting.

Candidate profile

- Demonstrated experience in partnerships, business development, account management or stakeholder engagement.
- Strong interpersonal, negotiation, organisational and project delivery skills, with sound commercial judgement.
- Ability to work independently, manage competing priorities and collaborate across a small regional team.
- Experience with councils, regional economic development, tourism, publications or trade shows is advantageous; tourism experience is not essential.
- Current driver's licence, regular regional travel and availability for occasional evening/weekend activities.

Performance and employment

Annual objectives will be agreed with the CEO, including partner revenue and retention, delivery of benefits, council engagement, industry development and project outcomes. The position is full-time and ongoing, based in Horsham with flexible arrangements by agreement. A laptop and mobile phone are provided. Employment terms, probation and the treatment of the vehicle allowance will be set out in the contract.

REPORTING LINE Chief Executive Officer

How to apply - Please submit your CV and a brief cover letter outlining your relevant experience and suitability for the position.

Applications close: Friday 6 November 2026.

Email: ceo@gwmtourism.com.au