

| Position Description | |
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| Position | Business Development Officer |
| Reports To | General Manager |

The Business

Outback Aussie Tours is an award-winning tour company based in Longreach Queensland, operating for 39 years. We offer river and rail tours in and around Longreach including our signature Smithy’s Outback Dinner and Show. We operate guided overland 4WD coach tours throughout Outback Queensland as well as tailored bus charters for special interest groups.

The Role:

Location: Part-time | Remote (based in Brisbane/South-east Queensland)

The Business Development Officer is a key member of the Outback Aussie Tours (OAT) team and plays a critical role in driving sustainable growth across the business. This position is responsible for developing and delivering targeted business development to increase yield, strengthen market presence, and expands OAT’s operating seasons.

This is an exciting progression role – the right person will grow into a full time Business Development Executive with our structure progression pathway and training plan.

Working closely with the General Manager, Marketing, Operations and Reservations teams, the Business Development Officer will identify opportunities across key target markets, generate new business and ensure OAT’s vehicles and river and rail products are utilised to their full potential.

This role is focused on building strong industry relationships, implementing strategic marketing activity, and delivering measurable outcomes.

Key Responsibilities

- Identify, develop and grow business across OAT’s priority target markets, including trade, group travel, and charters.
- Generate and secure charter business, fly-in groups and special interest tours to maximise yield and strategically fill available space within the vehicle planner.
- Grow revenue across OAT’s river and rail products through targeted partnerships and market activity.
- Support yield management by aligning business development activity with operational capacity and seasonal demand.
- Expand OAT’s operating season by growing demand in shoulder periods, with a strategic focus on April / October and March / November travel windows.
- Work collaboratively with the General Manager and Marketing team to develop and implement a structured annual marketing calendar aligned to specific target markets.
- Deliver targeted marketing activity designed to generate measurable business outcomes across each market segment.
- Build and maintain strong relationships with industry partners, agents, wholesalers, suppliers, on-sellers and key stakeholders.
- Generate new sales leads through proactive engagement with industry agents, group organisers and trade partners.

- Attend industry conferences, trade events and meetings to promote OAT and identify new opportunities.
- Monitor competitor activity, advertising and product offerings and provide insights to support strategic responses where required.
- Liaise closely with the marketing, operations and reservations team to ensure a coordinated, company-wide approach to business development.
- Meet fortnightly with the General Manager and provide regular reporting on activity, performance, opportunities and outcomes.
- Work effectively with Operations and Reservations teams to align sales activity with tour delivery and guest experience.
- Maintain a strong understanding of the OAT product range, including touring, air, rail and coach options.
- Undertake any other duties as reasonably requested by the General Manager or Directors.

Key Requirements

- Demonstrated qualifications and/or proven experience in tourism sales and business development.
- Strong organisational and time management skills with the ability to manage multiple priorities effectively.
- High attention to detail with a strong focus on quality and outcomes.
- A proactive sense of urgency, adaptability and accountability in a dynamic environment.
- Excellent written, verbal and face-to-face communication skills.
- Well-developed problem-solving skills with a solution-focused mindset.
- Strong interpersonal skills; confident and assertive while remaining approachable and professional.
- Experience using Microsoft Word and booking or CRM systems, with the ability to learn and implement new software efficiently.

On the Job

- **Employment Type:** Fixed-term, part-time position — with the potential to become ongoing for the right applicant.
- **Work Hours:** Three days per week.
- **Additional Requirements:** Flexibility with work schedule required to meet the demands of the tourism industry and work commitments. This position will require some travel away from home base.