

POSITION DESCRIPTION

Position Title:	Trade & Famils Coordinator
Reports to:	Marketing Specialist – Partnerships & Events
Direct reports:	Nil
Award and Classification:	As per Letter of Engagement

Position Purpose

Reporting to the Marketing Specialist – Partnerships & Events, the purpose of this role is to deliver TTNQ's Educationals/Famils Program across trade, media and business events. This role will also assist in the delivery of media and trade events, administration projects as required, market research and statistical analysis, and the preparation of the Educationals/Famils Program reports as required.

To summarise, it is not the intent of this position description to limit the scope or responsibilities of the role, but to highlight the most important aspects.

Specific Duties

Success Indicators

Service	
<ul style="list-style-type: none"> Organise, coordinate and execute TTNQ Educationals/Famils and activities for trade, media/PR and business events. Monitor and report on Educationals/Famils' outcomes to TTNQ management and members supporting Educationals/Famils. Build strong and effective relationships with TNQ operators and industry partners. Escorting media and trade Educational/Famil guests where required. Update and maintain the data within the Educational and trade databases. Manage the trade EDM program, with the support of the sales & marketing managers. Work closely and collaboratively with the Marketing and Business Events team to meet project deliverables. Provide support with media inquiries as required. Ensure financial budget for allocated projects is managed and leveraged within company guidelines and KPI's, including reporting of leveraged inclusions. Ensure Educationals/Famils activity outcomes, results and reports are completed to company standard and timelines. Assist with processing of purchase orders and invoices relating to the famil/educational. Assist with the delivery of ad hoc projects and other duties as required. 	<ul style="list-style-type: none"> Effective delivery of the TTNQ media, trade and business events educationals program to ensure TNQ is represented appropriately and with maximum exposure for the destination. Relationships with key stakeholders, team and clients are positive and result in successful co-operation and collaboration. Successful and sustainable partnership leverages Deliver Educationals/Famils Program within budget and the agreed KPIs Accurate and insightful reporting to assist decision making and strategic direction, delivered within timeframe. Administration duties are delivered in an accurate and timely manner

General Duties

- Support a culture of innovation in a results-driven organisation that is considered one of the leading destination marketing organisations in Australia and across the globe
- Maintain a friendly and approachable attitude towards clients and staff and a professional appearance
- Respect all equipment and property and use with care to avoid unnecessary damage
- Attend meetings as required and develop and maintain good working relationships with colleagues and clients
- All other duties as assigned
- Undertake the responsibilities of the position adhering to:
 - Equal opportunity and anti-discrimination legislation and requirements;
 - Workplace Health and Safety (WHS) legislation and requirements; and
 - Legal requirements

Qualifications, Skills, Experience and Personal Attributes

- Ability to communicate with and influence stakeholders
- Knowledge of Tropical North Queensland tourism industry and the role of stakeholders highly regarded
- Proven ability to consistently meet tight deadlines
- Ability to perform well under pressure and prioritise workload
- Ability to accompany and guide various guests for familiarisations
- Excellent interpersonal skills
- Well-presented and enthusiastic, positive attitude, strong work ethic and willingness to learn
- Ability to follow established procedures and practices
- Well-developed computer skills and application in Apple, CRMs and Microsoft Office
- Maintain physical fitness required to undertake the inherent duties of this role
- Exceptional teamwork skills and ability to also work autonomously
- Flexible approach to work with willingness and ability to demonstrate initiative and accept responsibility
- Ability to work flexible hours if required
- Australian driver's license is required and must be an Australian Permanent Resident or Citizen

Note: The above information on this position description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.