

POSITION DESCRIPTION

Position Title:	Marketing Coordinator – Partnerships and Events
Reports to:	General Manager – Partnerships & Events
Direct reports:	Nil
Award and Classification:	As per Employment Contract

Position Purpose

The purpose of this role is to coordinate key marketing activities for the Partnerships and Events department to assist in strengthening the position of Tropical North Queensland as a world-class location to hold business and leisure tourism events.

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"> • Maintain department digital assets, including: <ul style="list-style-type: none"> ○ Business Events Cairns & Great Barrier Reef, Corporate and Destination websites ○ Business Event product listings ○ Major and Regional event listings ○ Event organiser media library access approvals ○ Social media accounts • Administer the delivery of the business, major and regional brand messaging including: <ul style="list-style-type: none"> ○ Coordination of media partnerships ○ Curation and delivery of web articles, media releases, case studies and advertising ○ Review, develop and maintain all P & E collateral including print and digital assets ○ Manage P & E member communications • Contribute to the member and partner satisfaction through: <ul style="list-style-type: none"> ○ Supporting the delivery of TTNQ internal events including Tourism Awards and Tourism Conference ○ Providing support as required with member communications including EDM's, CEO updates ○ Contributing to accurate department reporting • Represent TTNQ at industry and member events. • Other tasks as required. 	<p>Achieve reach and engagement targets on digital assets.</p> <p>Achieve AVE targets.</p> <p>Consistent brand and destination messaging across all platforms.</p> <p>Positive team, client and stakeholder engagement reviews.</p> <p>Successful delivery of events with attendee targets achieved, on budget and positive reviews from participants.</p> <p>Timelines, budgets and reports are developed, accurate and on time.</p>

General Duties

- 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.
- Develop and maintain good working relationships with colleagues and clients.
- Keep work areas tidy and clean.
- 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
 - Legal requirements

Qualifications, Skills, Experience and Personal Attributes

- Experience in events, tourism or marketing in a similar role.
- Tertiary education or equivalent qualifications in events and/or marketing is preferred.
- Demonstrated creative skills including design, written and interpersonal communication skills.
- Demonstrated time management, prioritisation and attention to detail skills.
- Experience in social & digital channel management.
- Knowledge of Tropical North Queensland tourism industry would be advantageous.
- Excellent interpersonal skills.
- Experience working with Canva, Mailchimp or equivalent, a CRM program and in an Apple Mac, environment is well regarded.
- Well-presented and enthusiastic, positive attitude, strong work ethic and willingness to learn.
- Ability to follow established procedures and practices.
- Exceptional teamwork skills and ability to also work with minimal/no supervision.
- Flexible approach to work with willingness and ability to demonstrate initiative and accept responsibility.
- Maintain physical fitness required to undertake the inherent duties of this role.

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.