



POSITION DESCRIPTION
CLIENT ENGAGEMENT MANAGER
(CONTRACT POSITION)

BUSINESS EVENTS PERTH

Business Events Perth (BE Perth) is the peak industry body responsible for marketing Western Australia as a destination for conventions, corporate meetings and incentive travel groups.

POSITION OBJECTIVE

The Client Engagement Manager role has primary responsibility for the continued client relationship both for confirmed business for Western Australia and state based referral support, enhancing the delegate experience and boosting delegate numbers through the distribution of tactical and strategic marketing assets; hosting site inspections and supporting the delivery of familiarisation tours for new clients to cultivate new business event opportunities for the state of Western Australia.

REPORTING RELATIONSHIPS

The Client Engagement Manager reports directly to the Director Client Engagement.

MAIN RESPONSIBILITIES

- Continue the ongoing client relationship with business event convenors following confirmation of business events for Western Australia.
- Engage with local, national and international stakeholders to optimise business event opportunities.
- Working with BE Perth's industry members, partners and stakeholders to deliver the best outcome for clients and Western Australia.
- Assist with the co-ordination of familiarisations and site inspections as directed and host as required.
- Manage the BE Perth's Business Events Calendar by thorough recording of event information.
- Provide a referral service for clients enabling the placement of business within our membership base.
- Engage with association and corporate clients to promote dispersal of state-based events into regional Western Australia.
- Assist in increasing national and international business event attendance and promote extended delegate stays in WA through strategically targeted delegate boosting activities.
- Assist with planning and project management of advocacy programs such as the ASPIRE program in conjunction with the business development team.



- Undertake project work as required, including but not limited to assisting with events, roadshows and production of internal collateral.
- Coordinate and manage the stock of corporate gifts.
- Attend internal and external events as directed to capture relevant material for BE Perth's ongoing marketing tactics.
- Maintain consistently accurate client and member data within the CRM database system and in department files.
- Ability to produce high level project reports for internal and external consideration.

REQUIREMENTS OF THE POSITION

The successful candidate should be able to demonstrate, within the context of the position:

- Minimum of five years' experience working in a business environment with a focus in one or more of the following – corporate stakeholder management, project management, client engagement, communications, tourism, corporate or not for profit sectors.
- Excellent demonstrated high level oral and interpersonal skills and the ability to work in a team environment.
- Ability to work and adhere to project deadlines.
- Ability to work effectively on multiple projects simultaneously.
- Manage projects within budget.
- Ability to show initiative and problem solve.
- Develop creative itineraries for clients.
- Ability to negotiate effective solutions for client and stakeholder activities, and record ROI in the CRM.

OTHER REQUIREMENTS

The ability to work outside of normal business hours is an essential requirement of this position as is the ability to travel intrastate and interstate for business purposes with BE Perth and partners as directed by the Executive Team.

PERSONAL ATTRIBUTES

- Excellent interpersonal skills and ability to establish strong professional relationships with stakeholders, members, industry partners and colleagues.
- Exceptional presentation skills and strong written and verbal communication ability.
- High level of computer literacy with proficiency in Microsoft Office applications and Adobe suite.



- Excellent organisational ability and time management skills.
- A high attention to detail and the ability to assist with multiple projects at one time and meet deadlines.
- Uses time effectively and is productive.
- Ability to work and contribute to a dynamic team environment.
- Willingness to take on projects as required by the organisation to deliver business goals.

QUALIFICATIONS

Relevant qualifications and work experience in hospitality, events, tourism and/or project management are desirable for this role.