



POSITION DESCRIPTION

Marketing and Content Manager (full-time contract)

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 core objective of this role is to assist with the development of national and international bids promoting Western Australia as a leading business events destination, with aim of enhancing WA's profile as a premium business events destination, in line with the objectives and KPI's of the organisation.

REPORTING RELATIONSHIPS

The role reports to the Director Marketing, as part of the Marketing team.

MAIN RESPONSIBILITIES

- Working within an agile focussed multi-skilled team, providing support across a range of marketing and bidding activities to optimise business event opportunities for Perth and Western Australia.
- Contributing to the written proposals - both in terms of copywriting, content, creative and presentation.
- Assisting with bid proposals and submissions, contributing to project milestones and working with the team to progress each opportunity against agreed timelines.
- Working collaboratively with business development and marketing teams to develop a comprehensive bid strategy, creative and business case to position Western Australia for success against competitors.
- Producing brand aligned bid proposals and promotional documentation.
- Supporting marketing related projects and initiatives and help drive digital marketing engagement initiatives to our target audience.
- Working on business development and marketing adhoc projects as directed.
- Manage in-person and virtual bid presentations with inputs from key stakeholders.
- Work with the business development team to develop a bid strategy ensuring the business case is clear and compelling, addressing the bid criteria.
- Manage the strategic bid marketing budget and monitor and report on overall performance.
- Drive continuous improvement, through post-bid reviews.
- Within the marketing team assist with the creation, development and updating of bid templates aligned to State and City brand.
- Maintain accurate media, PR and marketing data within the database (Simpleview) and in department files, providing reports to the Director Marketing on a quarterly basis on profile growth.
- Engage collaboratively with our industry partners and stakeholders to leverage bid marketing opportunities.
- Attend internal and external events as directed by the Executive Team to capture relevant material for BE Perth's ongoing marketing tactics.

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- Working across BE Perth departments as directed by the Executive Team to develop marketing tools to be used across a range of platforms ensuring BE Perth's reputation is enhanced.
 - Work on marketing adhoc projects as directed.

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 marketing / communications role.
- Excellent written and communication skills with high attention to detail including proposal and demonstrated copywriting skills.
- Demonstrated relationship management skills, with an ability to liaise with a wide range of internal and external stakeholders.
- Strong digital skills and demonstrated experience in producing proposals, publications and presentations.
- Strong team player, with an ability to work collaboratively within team settings.
- Understanding, or ability to rapidly acquire the understanding, of key association, corporate meetings & incentive sectors.
- Understanding of, and interest in, broad national and international cultural, economic, business and social trends.
- Ability to effectively multi-task and work towards various deadlines.
- Previous experience with Adobe, Indesign or other similar documentation design knowledge is essential.
- The ability to work outside of normal business hours is a requirement of this position.

PERSONAL ATTRIBUTES

- Excellent interpersonal skills and ability to establish strong professional relationships with colleagues, clients, media and industry partners.
- 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.
- Flexible attitude and willingness to be a positive contributor to the team environment.
- Willingness to take on adhoc projects as required by the organisation to deliver business goals.

QUALIFICATIONS

Relevant qualifications in communications, marketing, tourism and/or public relations area is desirable for this role.