

Position Description – Head of Marketing

Role Title:	Head of Marketing
Reporting to:	Chief Executive Officer
Direct report/s:	<ul style="list-style-type: none"> • Marketing Coordinator • Events Manager • Membership Manager
Scope:	<p>The Head of Marketing is responsible for managing all marketing, advertising, sponsorship, events, and membership relationships for Canberra Convention Bureau. This is a key leadership role in the business reporting directly to the CEO</p> <p>The role involves positioning Canberra as a leading destination for domestic and international business events. This will be done through overseeing the delivery of all marketing, communications and event activity, as well as engagement and retention activities with Bureau members. Seek and encourage creativity through collaboration and engagement.</p>
Critical Relationships:	<ul style="list-style-type: none"> • CEO • Head of Sales
Key Responsibilities:	
<p>Marketing:</p> <ul style="list-style-type: none"> • Develop and lead implementation of marketing and communications strategy for and to members, industry clients and stakeholders. Seek creative approaches to address the needs of the team and broader industry • Oversee, develop and manage all marketing activities, collateral and budget in line with CCB brand and key messages • Oversee, produce, manage and distribute all CCB content for external messaging including, but not limited to, media releases, newsletters, bid documents, social media, sales collateral, website, photography, videography, annual reports, tradeshow design, membership collateral, promotional merchandise. • Oversee management and production of annual Meeting Planners Guide, print and digital • Manage third-party creative agencies and suppliers • Manage all advertising requirements and identify opportunities • Act as Bureau contact for media opportunities and spokesperson management <p>Events:</p> <ul style="list-style-type: none"> • Oversee planning, coordination and delivery of all Bureau events and budget, including local, national and international famils, tradeshow, networking events, in-market events, membership education sessions, CEO events • Oversee development and implementation of Bureau activity calendar • Manage sponsorship and engagement opportunities for Bureau events, industry events and client events <p>Membership:</p> <ul style="list-style-type: none"> • Oversee management of membership portfolio and budget, including conducting regular meetings and member presentations to assist Membership Manager with retention and growth • Engage with members and local industry to assist with product development and marketing opportunities • Secure member buy-in to execute marketing activities • Build and maintain strong positive relationships with stakeholders including ACT Government, Canberra Airport Group, airline partners, RALIG. 	

Leadership:

- Lead and manage marketing team including setting targets and mentoring staff to ensure targets are met, including conducting annual and semi-annual check-in performance reviews
- Manage recruitment, induction and training for marketing team
- Provide leadership and marketing advice and expertise to wider CCB team and contribute to creating a productive and cohesive team working environment
- Contribute to strategic planning for the Bureau as part of the Executive team
- Represent the Bureau at events in absence of the Chief Executive Officer
- Produce and oversee development of ongoing reports and tracking of results
- Maintain a program of professional development
- Maintain accurate database records

General Responsibilities (included on all Bureau job descriptions)**Business Planning**

Plan, develop and implement strategy for operational management and development to meet agreed organisational performance plans within agreed budgets and timelines.

Manage and control departmental expenditure within agreed budgets and authority limits.

Administration and Reporting

Administration and reporting as necessary to agreed protocols and time schedules.

Human Resource Management

Manage, train and motivate direct reporting staff according to company procedures, policy and employment law.

Assess relevant training needs for staff individuals and the organisation, in consultation with the CEO/Board. Plan, develop and implement strategy for staff training and development, measuring effectiveness of the training and development.

Establish and maintain effective working relationships with co-workers, supervisors', members, stakeholders and the general public.

Industry Knowledge

Maintain awareness and knowledge of the business events sector within the Canberra region, Australia and regions accessed by direct flights.

Corporate Governance & OHS

Ensure activities meet with and integrate with organisational requirements for quality management, health and safety, legal stipulations, environmental policies and general duty of care.

Perform duties as required towards growth in business events for the destination.