



Canberra Convention Bureau

Role Title:	Marketing Coordinator
Reporting: (direct)	Head of Marketing
Scope:	Support the sales process via the Marketing Plan with the creation and management of content and platforms
Critical Relationships:	Business Development Director/s Events Manager
Key Responsibilities & Outcomes:	
<ul style="list-style-type: none">• Champion design and brand consistency across print and digital platforms• In-house production of Canberra Meeting Planners Guide 2027 under the guidance of the Head of Marketing• Deliver social media and newsletter activity with creative input and content creation as part of the marketing plan• Design digital and print resources for the sales and marketing teams• Update Canberra Convention Bureau website and develop new web content as required• Update and maintain accurate account information in CRM system (Simpleview)• Prepare EOI documents and sales presentations as requested• Prepare monthly reports and other reporting documents as required• Represent Canberra Convention Bureau in a professional and ethical business manner• Manage additional projects as assigned by Head of Marketing	
<p>The successful applicant will have the following qualifications and experience:</p> <ul style="list-style-type: none">• Proficiency with Adobe Creative Cloud software, including InDesign, Photoshop and/or Illustrator (critical)• Proficiency with social media planning tools, Mailchimp or other edm platform, Drupal CMS (highly desirable)• At least 2 years of experience in a marketing and/or graphic design role• High level verbal and written communications skills and attention to detail• Ability to prioritise and co-ordinate multiple projects to deadlines• Demonstrated time management skills• Excellent service orientation and a flexible, client-centric approach• Work well in a small, collaborative team environment• Qualifications in photography and/or video production will be highly regarded• An understanding of business events and the role they play in contributing to tourism outcomes for ACT and region will be highly regarded	

The applicant must demonstrate knowledge of business events and Canberra's national capital attributes as a business events destination. Hours are 8:30-5:30 pm Monday to Friday with occasional after-hours events. The Bureau has a strong culture of supporting learning and development programs for employees.

General Responsibilities (included on all Bureau job descriptions)
Business Planning Plan, develop and implement strategy for operational management and development so as 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.