
TOWNSVILLE ENTERPRISE LIMITED
POSITION DESCRIPTION

Position:	Business Events Development Executive / Coordinator
Unit:	Convention Bureau, Destination Marketing and Development
Reporting to:	General Manager Destination Marketing and Development
Subordinate Staff:	Nil

Position Overview/Key Objectives of the Position:

In achieving the objective of sustaining economic growth for the Townsville Region, the Business Events Development Executive / Coordinator is responsible for:

- Promoting the Townsville region as a viable destination for business events.
- Identifying, bidding for and securing major conferences which benefit members.

Primary Duties & Responsibilities:*Sales and Marketing*

- Generation of leads in a proactive manner through conducting research and maintaining strong industry knowledge and relationships.
- Co-ordination, production and distribution of promotional material and Bureau collateral.
- Co-ordination and hosting of site inspections and familiarisation tours.
- Fulfill sales lead requests and general enquiries.
- Close liaison with the local industry through a structured sales program to ensure that North Queensland's conference profile and activity levels are maximised.
- Prepare e-newsletter and identify and write contributions for e-update.
- Identify innovative ways to utilise TEL's on line framework and Customer Relationship Management (CRM) system to effectively market and increase sales opportunities and relationship building. In particular marketing directly to PCOs in the database.

Business Events Bidding and Support

- Co-ordination of bidding for business through facilitation of bid members and key community contacts.
- Preparation of bid documents in consultation with the bid team.
- Analyze the outcomes of conference bids and make recommendations for continual improvement.

Networking

- Lobbying conference organisers and business people to have the Townsville region considered as a business event destination.
- Attendance and coordination of bi-monthly Bureau Working Group meetings.
- Attendance and organisational representation at various industry related meetings and events.
- Attendance at select industry trade shows, functions, seminars and conferences.

Membership and Funding

- Educate industry about the Queensland Business Events Survey (QBES) to increase reporting of meetings and educate industry in the importance of reporting.
- Assistance in seeking and securing potential Bureau members and sponsors.
- Assistance with the co-ordination of educational programs and other initiatives to maximize the value of membership to Bureau members.

Primary Duties & Responsibilities continued:

- Assistance in servicing of Bureau sponsors and ensuring activity is meeting expectations.
- Ensure consideration of all members in relation to bid proposals.

Other

- Assistance with the co-ordination of industry workshops, functions and seminars as necessary.
- Assisting in the co-ordination of Bureau representation at select industry trade shows, functions, seminars and conferences.
- Provide input into budgeting, targets and guidelines.
- Prepare media articles as required.
- Effectively maintain databases in an up to date manner.
- Compile weekly E Updates, monthly Board Reports and other organisational indicators.

General:

- Be familiar with, or be in a position to acquire knowledge of, all Workplace Health and Safety regulations and policies of the organisation and its teams and observe these in day to day business operations.
- Demonstrate a professional, team orientated and outcome focused work ethic through maintaining acceptable levels of corporate dress standard; using effective and appropriate communication; consideration of fellow staff; a constant focus on benefits of activities for our members and the region and seeking of new members and sponsorship.
- Assist in providing information and advice on Townsville and its attractions and potential.
- To work as part of a team on major projects and events providing back up to other departments or performing additional duties as and when required.

Performance Measures:

There will be periodical appraisals of your performance during your employment with Townsville Enterprise and the key criteria which will be measured for this position are:

CORE

- Increase the number of conferences in the region using innovative practices to achieve results and targeted opportunities. Performance will be based on TEL involvement in winning bids based on:
 - Number of people
 - Economic Impact

Measured by: Comparison of budgeted convention and events figures for TEL involvement compared to actual and use of innovative techniques to secure business, strategic identification of bids.

- Achievement of team targets for overall delegate numbers for the region through increased conventions and capture of data in relation to activities.

Measured by: Comparison of actual delegate numbers against QBES.

- Support the General Manager to increase the Bureau Membership through effective relationship building and networking activities.

Measured by: Actual membership growth compared to budget figure and developed networks, including new member additions to the Bureau.

- Maximum flow of two-way communication with General Manager, other personnel, members, media, industry and the general public.

Measured by: Assessment of general awareness regarding activities and events by all parties. Feedback from the members, staff and external customers.

ORGANISATIONAL

- Ensuring activities both individually and within the team are performed on time and accurately and the General Manager is advised of potential delays, changes or issues.
Measured by: Performance in meeting regular or project/bid guidelines, accuracy of documents and communication and reasoning presented for changes.
- The professional presentation of documents and reports for use both internally and externally.
Measured by: Document presentation and accuracy.
- Demonstration of leadership, professionalism, a team orientated and outcome focused work ethic through maintaining acceptable levels of corporate dress standard; using effective and appropriate communication; consideration of fellow staff; a constant focus on benefits for our members and the region and seeking of new members and sponsorship
Measured by: Demonstrated team work & leadership qualities. Display of professional, corporate standard through personal presentation and communication. Member focus.

Selection Criteria:

Knowledge & Abilities – Essential:

- An understanding of marketing principles and techniques, including e-marketing.
- Demonstrated abilities in researching, sourcing and establishing sales leads.
- Strong communication skills including interpersonal, written and verbal. Must incorporate demonstrated problem solving ability.
- A comprehensive understanding of or experience in the business events industry.
- Ability to work under pressure.
- Previous experience in working to and achieving budgets.
- Strong organisational skills; time management and planning skills including the ability to establish and facilitate a process, multi-task and work to deadlines.
- Demonstrated innovation and lateral thought processes.
- Knowledge of the Townsville region, its attractions and its potential, particularly understanding of previous conferencing activities and locations.

Skills Essential:

- Computer skills including previous experience with Microsoft Outlook and Office, internet usage, desktop publishing skills and a reasonable typing speed.
- Current Driver's License

Qualifications - Essential:

- A minimum of 2-3 years experience in the events, conferencing or sales and marketing fields.
- Tertiary qualifications ideally in Marketing or Business.

Qualifications - Desirable:

- Experience in the conference and/or exhibitions industry at a co-ordination level.

All applicants must be willing to work flexible hours and participate in work related travel where required.

Townsville Enterprise Limited promotes an environment where professional development and learning is encouraged with each staff member expected to take an active role in driving their personal development in tandem with the formal review and development process.

ENDS
