

POSITION DESCRIPTION

Title:	Sales and Marketing Specialist
Branch:	Visitor Experience - Marketing Division
Status:	Full Time fixed term up to 12 months– parental leave cover
Location:	Emerald
Reports to:	Marketing Manager
Direct Reports:	Nil
Hours/Days of Work:	Any five out of seven days
Travel:	Some travel is required – PBR sites and surrounds as required
Requirements	<p>Current Victorian Working with Children Check (WWCC)</p> <p>Resolved National Criminal History Check and periodically as per policy</p> <p>Completed a National Transport Commission Category 3 Health Assessment Medical</p>

Job Purpose

This position is responsible for assisting the Marketing Manager with marketing planning, promotion, market development, maintenance of key account relationships and product development for Puffing Billy Railway, in conjunction with, and with direction from, the Marketing Manager with key focus on Marketing the new Lakeside Visitor Centre.

Key Duties & Responsibilities

Sales and Marketing for the Lakeside Visitor Centre

- Assist with the development and launch of the Lakeside Visitor Centre (LVC).
- Implement the Marketing Lakeside Visitor Centre Marketing plan to support commercial revenue, yield and visitation targets.
- Identify product development opportunities for the LVC.
- Develop and implement an advertising plan and digital marketing strategy for promoting experiences at the LVC.
- Identify corporate partnerships
- Identify opportunities for engaging with the local corporate market for business events and functions at the LVC.



- Manage business event database, lead generation campaigns and prospects.
- Proactively sell corporate packages and pursue new business opportunities.
- Develop and maintain strong client relationships to ensure ongoing business opportunities.
- Plan and coordinate sales calls with Professional Conference Organiser's and other relevant event planners.
- Handle corporate and function enquiries.

International Sales and Tourism

- Maintain and review the Business Contacts database and ensure it is kept updated for all markets.
- Prepare trade kits and manage trade familiarisations.
- Prepare and distribute regular an E-mail newsletter updates to key ITO's and Wholesalers.
- Monitor yield of inbound bookings and assist with marketing initiatives and promotions as appropriate.
- Attend international trade missions and interstate trade missions as required.
- Plan and coordinate intrastate and interstate sales calls to key tour operators as required.
- Assist with rate requests
- Identify Meetings, Business, Conference and Event opportunities.

Stakeholder Engagement

- In conjunction with the Marketing manager, manage stakeholder relationships with Yarra Ranges Tourism & Yarra Valley Business Events, Visit Victoria, Business Events Victoria, Melbourne Convention Bureau, Tourism Australia, Business Events Australia and ATEC and any relevant touring routes.
- Manage the relationship with Tourism Australia's Aussie Specialist and Key Distribution Partners.
- Leverage existing network to facilitate partnership opportunities and increase brand awareness
- Actively network and build relationships with potential clients and partners.

Sales and Promotions - Initiate sales activities to increase visitation and yield

- Drive LVC sales and ongoing reporting.
- Create annual promotional and campaign calendar.
- Monitor yield of PBR's tour operators, products and assist with marketing initiatives as appropriate.
- Monitor yield of bookings at the LVC and proactively develop sales strategies to ensure the organisation meets budget and provide weekly reports.
- Liaise with relevant divisional managers regarding planned promotions.

Other

- Support the Events team as required.
- Assist with passenger operation duties as required.
- Ensuring the PBR branding is consistently adhered to in all communication, promotional activities, the website and collateral.
- Assist with the design and production of collateral and advertisements.
- Represent PBR at appropriate seminars, community group meetings and tourism events when required.
- Maintain a Child Safe environment including reporting responsibilities and procedures



- May have direct contact with children and will be required to follow all appropriate policies
- Will support other members in the team, providing back-up for all marketing department functions
- Will participate in continuous improvement – learning and development programs and performance management programs
- Adhere to all company values, principles, policies and procedures
- Other tasks and duties as requested

Key Competencies

- Excellent and clearly demonstrated organisational skills
- Superior oral and written communication skills with the ability to write creative and engaging content
- Strong negotiation, prospecting and customer service skills
- Ability to work un-supervised and under pressure with the ability to prioritise and manage own time in a team environment
- Demonstrated people skills, ideally with experience or aptitude in communicating with management, paid staff, external stakeholders and volunteers
- High level technology skills, including advanced skills in Microsoft Office packages including Word, Outlook, Excel, Publisher as well as Huski Mail, Survey Monkey and CMS applications
- Financial literacy and ability to work within budget and business plans
- Ability to acquire new skills, demonstrate initiative, problem-solving skills, multi-task with an attention to detail
- Have a high energy, flexible and adaptable approach
- Able to think clearly and quickly to reach independent decision where required

Qualifications & Experience Required

- Tertiary qualifications in a Marketing and/or Tourism
- Experience in sales and marketing activities, particularly in the MICE market (Meetings, Incentives, Conferences and Events)
- Experience with maintaining websites using a Content Management System (CMS)
- Experience with developing, implementing and managing a Customer Relationship Management system (CRM)
- Current motor vehicle driver's licence
- A strong network of tourism industry and professional conference organiser contacts
- Knowledge and understanding of recreation, hospitality or community service
- An understanding of Puffing Billy's history and current business is desirable

Key Relationships

- PBR staff, volunteers and visitors
- External stakeholders including elected officers and senior management in public and private organisations
- Local, State and Federal Government and tourism bodies.
- External stakeholders such as local community groups, Inbound Tourism Operators, Tour Wholesalers and Retail Travel Agents and Victorian tourist attractions



- Professional Conference Organisers, Meeting and Event Planners and Corporate Executive Assistants.

Health & Safety

Employees have a responsibility to:

- Participate in the development of a safe and healthy workplace.
- Comply with instructions given for their own safety and health and that of others, in adhering to safe work procedures.
- Co-operate with management in its fulfilment of its legislative obligations.
- Take reasonable care to ensure their own safety and health and that of others, and to abide by their duty of care provided for in the legislation.
- To report any injury, hazard or illness immediately, where practical to their supervisor.
- Not place others at risk by any act or omission.
- Not willfully or recklessly interfere with safety equipment.

The following health and safety factors are relevant to this position

Frequent (occurs 1/3-2/3 of time)	Constant (occurs 2/3+ of time)
<ul style="list-style-type: none"> • Manual handling task (0 – 9kg) • Gripping, holding, clasping with fingers/hands 	<ul style="list-style-type: none"> • Hand/arm movement i.e. stacking, reaching, typing and sorting • Walking on uneven surfaces • Sitting at workstation • Responsibility for the safety of others

Additional Notes

- Attendance at night functions and meetings with some variation to normal hours of work (including early or late starts, weekends and public holidays) may be expected within reason.
- As Puffing Billy Railway’s peak time is during the Victorian school holiday period, taking leave during school holidays is limited
- Puffing Billy Railway is a child-safe organisation. All employees and volunteers are required to undergo a National Police Check, a Working with Children Check and sign our Child Safe Policy and Child Safe Code of Conduct.
- PBR is a zero drug and alcohol workplace – workplace participants may be subject to unannounced drug and alcohol testing.

Acknowledgment



I declare that I have read and fully understand the content of this Position Description.

Employee

Name: _____

Employee

Signature: _____ Date: _____

Approved By:	Nicoleta Giurgiu	Date:	February 2021
Last Updated By:	Emma Hutchinson	Date:	February 2021



Puffing Billy Railway’s staff and volunteers are committed to providing positive experiences for children in an environment that is caring, nurturing and safe.

Our Children, Our Focus, Our Future, Speak Up!