

## TOWNSVILLE ENTERPRISE LIMITED POSITION DESCRIPTION

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|------------------------|--|
| <b>Position:</b>       | Marketing & Projects Coordinator                         |
| <b>Team:</b>           | Visitor Economy & Marketing                              |
| <b>Reports to:</b>     | Director – Visitor Economy & Marketing                   |
| <b>Direct reports:</b> | Nil  |
| <b>Purpose:</b>        | To Connect, Grow and Promote Townsville North Queensland |

### **Position Overview:**

The Marketing & Projects Coordinator will support the implementation of marketing and communications activities and provide administrative and project management support to the organisation's key strategic partners.

### **Primary Duties and Responsibilities:**

Refer Attachment A.

### **Organisational Values:**

|                      |   |
|----------------------|---|
| <b>Excellence:</b>   | We accept nothing less than quality in everything we do.  |
| <b>Partnerships:</b> | We work together, inspire each other and use external membership relationships to achieve strategic priorities. |
| <b>Non-Partisan:</b> | We strive for what is good for the region and not for what is good for politics.                                |
| <b>Creative:</b>     | Be innovative and imaginative in creating an exciting and vibrant future .                                      |

*The Townsville Enterprise team connects strongly with these values and demonstrates them in all aspects of their roles.*

### **Essential Capability Criteria:**

- Demonstrated experience with marketing development and implementation including online marketing and website management.
- A demonstrated ability to prepare and work to an effective plan including demonstration of effective time management, multi-tasking and organisational skills and ability to work to deadlines.
- Proven experience in developing and implementing social media strategies and advertising campaigns.
- Highly effective professional writing skills, particularly for media and publications, interpersonal and verbal communication skills.
- Working knowledge of a cross section of the key industries pertinent to the future growth and development of Townsville North Queensland and the Mount Isa to Townsville Corridor
- An ability to work in a highly active environment and deal with challenging situations with minimal supervision.
- Demonstrated innovation and lateral thought processes and problem-solving ability.
- Demonstrated experience in project management.
- Computer literate including previous experience with Microsoft Word, Excel, PowerPoint, Outlook and Adobe Creative Suite.
- Prior experience in tourism product development, fundraising and project/stakeholder management.
- Current Open driver's licence.

### **Qualifications - Essential:**

- A minimum of 2 years' experience in marketing or communications.
- Tertiary qualifications ideally in Marketing, Business or Communications.

**Qualifications - Desirable:**

- Photography, videography, and/or graphic design experience

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All applicants must be willing to work flexible hours and to 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 his/her personal development in tandem with the formal review and development process.

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I acknowledge that I have read and understand the contents of the Position Description.

Name: .....

Signature: .....

Date: .....

**Attachment A: Table of Duties and Responsibilities**

| Strategic Pillar & Organisational Goals  | Key objectives  | Measures of success   |
|--|---|---|
| <b>Economic Leadership</b><br><br><i>Work with regional stakeholders to deliver a shared economic Development Agenda focused on enabling infrastructure, increasing visitation and investment attraction whilst providing economic information, credible research and insight on Townsville North Queensland</i> | <ul style="list-style-type: none"> <li>• Work with the Director – Visitor Economy and Marketing, and the Museum of Underwater Art Board, to deliver a comprehensive program of marketing and fundraising activities.</li> <li>• Support stakeholder management and administration of a Mount Isa to Townsville logistics project</li> <li>• Support the management of Townsville Enterprise's consumer and corporate social media channels and website assets.</li> <li>• Work with key strategic partners and members to support the delivery of project outcomes</li> <li>• Develop and implement a marketing strategy for Townsville Enterprise events, with the objective of increasing attendance.</li> <li>• Support the development and delivery of content for corporate publications etc in conjunction with relevant team members.</li> <li>• Ensure effective project plans are prepared for all initiatives including realistic and measurable outcomes which are reflective of resources invested.</li> <li>• Provide marketing assistance and support to the Marketing Executive and the Government Relations &amp; External Affairs Advisor.</li> <li>•</li> </ul> | <ul style="list-style-type: none"> <li>• Assessment and evaluation of plan against set objectives and timeframes; assessment of proactive processes and innovation used in execution.</li> <li>• Increased annual visitation to consumer website, social media channels and digital assets.</li> <li>• Membership and stakeholder engagement throughout projects and activities.</li> </ul> |

| Strategic Pillar & Organisational Goals   | Key objectives  | Measures of success   |
|---|---|---|
| <b>Proud and Engaged Membership</b><br><br><i>Ensure Members and Partners are engaged, well informed and proud ambassadors for the region and the organisation</i>                                | <ul style="list-style-type: none"> <li>• Develop and maintain networks within key industry and media stakeholders.</li> <li>• Actively network at industry events and familiarisations and follow through leads to maximise outcomes.</li> <li>• Develop and maintain a good working relationship with members and stakeholders.</li> <li>• Actively seek new members in line with membership procedures and support existing members through active industry engagement.</li> <li>• Demonstrate effective problem-solving skills with a strong consumer service ethic and positive attitude both internally and externally.</li> </ul>   | <ul style="list-style-type: none"> <li>• Measured against set annual membership attraction KPIs.</li> </ul>   |
| <b>Capable and Accountable</b><br><br><i>Financially sustainable with a team of high performers that can leverage the passion and capabilities of all Stakeholders to achieve regional growth</i> | <ul style="list-style-type: none"> <li>• Deliver professional and accurate reports for both internal requirements and external stakeholders.</li> <li>• Ensure adequate assessment and measures are in place to effectively gauge performance of all marketing campaigns and projects.</li> <li>• Provide information for the preparation of monthly reports for the CEO and the Board detailing marketing activity and outcomes and other reports as required.</li> <li>• Ensure activities are performed on time and at a high standard and the Director – Visitor Economy &amp; Marketing is advised of potential delays, changes or issues.</li> <li>• Provide input into organisational plans, policies and procedures as required.</li> <li>• Work in conjunction with the Director – Visitor Economy &amp; Marketing to prepare, implement and monitor relevant Grant Applications to ensure opportunities are maximised.</li> <li>• 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.</li> </ul> | <ul style="list-style-type: none"> <li>• Evaluation against set project objectives and overall budget.</li> <li>• Level of collaborative marketing funds attracted.</li> <li>• Performance in meeting project guidelines, accuracy of documents and communication and reasoning presented for changes.</li> <li>• Document presentation and accuracy.</li> <li>• Demonstrated team work and leadership qualities.</li> <li>• Display of professional corporate standard through personal presentation and communication. Member focus.</li> </ul> |