

## Events - Sales and Marketing coordinator

### PURPOSE OF THE ROLE

Support the MICCOE and events team by delivering exceptional customer service through all outlets by ensuring all events are delivered in a high-quality from conception through to completion.

Contribute to overall MICCOE success by supporting the organisation with professional service delivery for events, functions and sound marketing campaigns to deliver the very best outcome for our clients.

### ORGANISATIONAL DATA RELEVANT TO THE ROLE

Work Area Profile	MICCOE events and activities
Work Level / Classification	Level 2
Role Reports To	Events Coordinator General Manager
Positions Reporting to Role	F&B staff
Location	Mount Isa
No. of Direct Reports	3
Tenure	Full Time

### OUR WHY

#### *Vision*

**One company One TEAM One vision**

The vision is for MICCOE to be become One stop Tourist destination and the premiere venue to hold all local events in Mount Isa.

## **WORK AREA PROFILE**

Running all events, including operational planning in conjunction with the Events Coordinator and the rest of the MICCOE team by providing leadership to ensure all our events are successful and to the satisfaction of our customers.

Playing a key role in recommend well planned targeted campaigns to ensure best possible success by meeting market demand for all our products

## **YOUR KEY RESPONSIBILITIES**

- Contribute to the strategic and operational planning activities.
- Co-ordinating closely with the Events and Food and Beverage Coordinator, ensure that all events and activities of MICCOE are delivered within budget, are fully resourced and delivered with exceptional services to the customer.
- Maintain appropriate stock levels and control on all beverage items for bar outlets in conjunction with the Food & Beverage Coordinator
- Manage customer experience feedback.
- Ensure staff comply with all beverage handling and event safety procedures.
- Operationally manage events and coordinate services for the Civic Centre, OAI and Buchanan Park events, including budget, resources and services.
- Manage the security requirements of the MICCOE events, including resources, budget and quality standards.
- Promote and drive OAI, Buchanan park and the Civic centre business through effective promotions using social media, radio, newspaper, and any other avenues available
- Utilising any media for free advertising, articles, and exposure
- Source quotes for signs, poster, and any other products to be used for advertising purchases.
- Plan weekly exposure for café and other events trough social media
- Maintain website and update content when appropriate
- Achieves marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews, preparing, and completing action plans.
- Analysing trends and results; establishing pricing strategies; monitoring competition, supply, and demand.
- Accomplishes marketing and sales objectives by planning, developing, implementing, and evaluating advertising and promotion.
- Identifies marketing opportunities by identifying consumer requirements, defining market, competitor's share, and competitor's strengths and weaknesses.
- Protects organization's value by keeping information confidential.
- Researching and developing marketing opportunities and plans, understanding consumer requirements, identifying market trends, and suggesting system improvements to achieve the company's marketing goals.
- Contribute to Implementing new sales plans and advertising.

## **Organisational Support**

- Working with all department to lead the planning of activities and assist in the ongoing development of new idea and products throughout the operating year.
- Work closely with the MICC promotion and development team to cross promote and events in the Mount Isa region.
- Key role in the delivery of events, functions and special promotion for the success of the entire MICCOE organisation

**Other**

- Compliance with WH&S legislation and workplace policies and procedures.
- Follow any other lawful and reasonable directives provided by your manager
- MICCOE reserves the right to change these duties at any time.

**KEY THINGS WE ARE LOOKING FOR**

**Qualifications, Skills and Experience**

- Experience in events, guest services or operations management (including F&B operations, ticketing, guest services);
- Experience in the provision of facilities management, including grounds maintenance and cleaning services;
- Demonstrated service excellence;
- Demonstrated project management skills and experience, including program planning, budget control, delivery and evaluation;
- Demonstrated ability to lead and mentor staff within a cross cultural work environment;
- Experience in sales and marketing Management together with substantial experience and knowledge in a dedicated S&M environment.
- High level proficiency in the operation of Microsoft Office, social media, and industry business systems.
- Problem solving skills to effectively address and resolve matters.
- Excellent communication skills (written and verbal) with the proven ability to establish and maintain relationships and work with people at all levels.
- Excellent organisational and time management skills.
- Legally able to drive a motor vehicle in Queensland.

**Personal Attributes**

- Ability to maintain confidentiality and demonstrate sensitivity in the performance of work.
- Excellent customer service skills, attention to detail and the ability to set work priorities to meet deadlines.
- Ability to work independently and in a team environment.
- Must be willing to accept responsibility and make decisions based on experience, education and understanding of organisational needs and culture.
- Ability to represent MICCOE's interests in a firm and constructive manner and to be an advocate on its behalf.

**OTHER RELEVANT INFORMATION**

- Your Manager will establish Key Performance Indicators (KPI's) during your probation and annual performance cycle which will assist in supporting MICCOES's organisational objectives. These KPI's are one element used to measure your performance.
- Delegation Authority and Accountability is as per the MICCOE's Delegations Register. This document details the roles authority in decision making and financial responsibilities.

**AUTHORISATION**

GM: Roland Schibig

Signature: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Date originated: 12<sup>th</sup> March 2021

Date reviewed: 12 March 2022

**EMPLOYEE DECLARATION**

I acknowledge receiving a copy of this Position Description and I have read and accept this document.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_