



MARKETING COORDINATOR

Murray Regional Tourism (MRT) is a company established by an Agreement between Visit Victoria, Destination New South Wales and thirteen Local Government Councils in New South Wales and Victoria, whose purpose is to lead the development and growth of the tourism industry across the Murray Region, as defined by the thirteen Council boundaries.

The Position

Position	Marketing Coordinator
Employment Type	Full Time 38 hours per week
Period of employment	Position is for an initial 2 year contract subject to a 3 month probation period

Vision of MRT

By 2024, MRT will be leader of, and advocate for the tourism industry in the Murray Region. The Murray region has been decimated by bushfires, blue green algae outbreaks and now the long-term and ongoing relentless impacts of COVID-19. MRT will be recognized as having facilitated and organized innovative leading edge marketing and industry improvement activities that have led to significant growth in visitation to, and quality of tourism service delivery in, the Region. MRT and Local Government Members of MRT will have worked collaboratively with State and Federal Government Authorities to bring about a tourism product offer that caters to market demand, seizing opportunities to ensure the region's visitor economy recovers and importantly builds back better and stronger. The organisation will be seen as integral to the ongoing strength of the Region's tourism industry and have a reputation for being pro-active, engaging and financially sustainable.

Our role is to inspire, influence and lead positive tourism outcomes through partnerships across the Murray.

Murray Regional Tourism's purpose is to develop a holistic approach to the effective coordination of tourism activities, as well as growing the visitor economy in the Murray Region. The five strategic priorities of The Murray Regional Tourism are Regional Marketing; Product Development; Leadership & Advocacy; Industry Development and Governance and Sustainability.

The Position

The Marketing Coordinator will develop and deliver a range of effective tourism destination marketing initiatives on behalf of the Murray Regional tourism industry. The role will also contribute to all of the strategic priorities of the organisation.

The position is full time (38 hours a week) and allows for a level of flexibility in the delivery for family and other commitments as approved by CEO.

Reporting Relationship

This position reports directly to the CEO and works in collaboration with our Strategic Marketing contractor.

In addition, the role requires strong liaison with the Board, Staff and externally with Visit Victoria, Destination NSW, state and local government tourism & economic development staff, regional tourism organisations & tourism industry operators.

Key Responsibilities

- Develop and implement marketing strategies that contribute to increasing visitation, occupancy and yield to the Murray tourism region
- Management of the MRT Digital platform and associated assets
- Contract management of the digital agency (E7) and destination partners program contracts
- Drive and Manage the digital marketing and content program across all digital assets
- Coordinate and manage relationships with consultancies and partner stakeholders
- Implementation of the 2018 – 2022 marketing strategy
- Coordinate the Development and cost the implementation of Annual Marketing Action Plans to support the above plan and the Murray Regional Marketing Program. Activities include digital strategies and executions, public relations, social media and media familiarisations, international trade marketing, collateral production, product development, market research, sales and advertising
- Create cooperative marketing campaigns with key industry groups & drive sales revenue
- Create and manage effective measurement devices against marketing activities
- Close liaison with Visit Victoria, Destination NSW, NSW Parks & Wildlife Services, Parks Victoria, industry associations, local government and other key industry stakeholders
- Management and attraction of co-operative marketing partners, sponsors, industry sales, fee for service projects and other revenue generating activities
- Management of the 'The Murray' brand

Stakeholder & Industry Advocacy

- Represent and advocate on behalf of Murray Regional Tourism via local government and industry stakeholder groups;
- Support the work of the CEO and Board;
- Liaise with and support Visit Victoria and Destination NSW to assist in the delivery of domestic and international marketing and PR programs;
- Communicate on a regular basis with industry and key stakeholders.

Key Selection Criteria

- Demonstrated ability to develop, manage and report against a comprehensive marketing budget
- High level knowledge of digital marketing, strategy development and conversion methods, especially in the context of the tourism industry
- High level knowledge and experience in public relations program development and delivery
- Proven creative thinker and problem solving skills
- Knowledge of creative design, photography and video content development
- Commitment to developing, implementing and maintaining co-operative working relationships within the organisation and externally with businesses, industry associations, sponsors, local government and state government
- Strong Project and Budget Management skills
- Outstanding communication and presentation skills
- Ability to set, reach and exceed sales targets and consumer based performance measures
- Analytical, Investigative and negotiation skills

- Good understanding of the Murray regions key visitor experiences, product, industry structures and opportunities to grow new markets
- Strong Strategic planning skills

Management Skills

- Ability to manage projects from conception through to implementation and evaluation
- Demonstrated ability to work independently as well as to participate in activities as a team member
- Ability to set priorities, plan workloads, meet deadlines and achieve objectives efficiently
- Ability to handle a variety of complex issues concurrently and with minimal supervision

Interpersonal Skills

- Ability to construct and articulate persuasive arguments, negotiate and resolve problems with a wide range of stakeholders;
- Ability to gain cooperation and assistance from staff, management and other organisations

Qualifications & Experience

- Tertiary qualifications in Marketing and Communications, Tourism, or Business preferred, however extensive experience will be considered favourably
- Experience in the delivery of tourism marketing and industry development activities preferred
- Current Australian State Driver's License.

Occupational health & Safety

1. Take reasonable care to ensure personal safety and health at work and that of other persons in the work place.
2. Observe common safe working practices.
3. Report ALL accidents, incidents and hazardous situations arising in the course of work.

Salary and conditions

The contract package inclusive of superannuation will be negotiated with the successful applicant dependent on experience.

The position is based in Echuca and is Full Time 38 hours per week. There may be a requirement from time to time for out of hours work. Overtime will not be paid, however leave in lieu will be granted for out of hour's work where that brings about a work load in a fortnightly period in excess of an average of 80 hours.

Victorian public holidays will be recognised.

Application Process

Applications addressing the Key Selection Criteria and current referees should be emailed to ea@mrtb.com.au

Direct applications to: Mark Francis, CEO Murray Regional Tourism

For additional information please contact the CEO on 5480 7110.