

Events & Marketing Coordinator - Tourism

- **Develop, implement and stage events**
- **Opportunity to promote Victorian Tourism**

The Victorian Employers' Chamber of Commerce and Industry (VECCI) is Victoria's leading multi-industry employer organisation, and are looking for a friendly and energetic individual to join our Tourism and Events team.

This is a pivotal role that is responsible for development, marketing activity and staging of the annual events program for VECCI's Tourism & Events Unit, operating as the Victorian Tourism Industry Council (VTIC). You will be responsible for the commercial performance of each event and ensure events are well attended.

This is a great opportunity for someone with events experience who is looking to gain exposure to the exciting corporate events arena. Your focus will be coordinating all facets of our events, including:

- Performing all administration tasks pertaining to each event including developing and managing budgets, sponsor and attendee revenue, negotiating venue and event logistics; and
- Developing concepts and implementing marketing and promotional activities;
- Liaising with sponsors, suppliers, and guests;
- Attending events to ensure customer expectations are met.

Your success in obtaining an interview will be dependent on how well your cover letter and resume demonstrates the following key selection criteria:

- Demonstrated experience staging commercially successful events in the tourism or events sector, with a particular focus on business to business events;
- Demonstrated experience in developing and implementing marketing and communications strategies, including social media;
- Demonstrated ability to manage a budget and achieve positive results;
- Working knowledge / experience in using Mail Chimp email marketing service advantageous;
- Demonstrated ability to identify and foster key internal and external relationships;
- Excellent written and verbal communication skills;
- Excellent organisational, and event administration skills; and
- A great eye for detail.

Familiarity with the Victorian tourism industry would be advantageous, as would a proven track record in event and/or sponsorship sales. A competitive base salary commensurate with skills and experience, and range of employee benefits will be offered to the successful candidate.

Applying for this position

All applications should include a cover letter addressing how they meet the key selection criteria listed above. The Position Description for this role can be accessed via our website www.vecci.org.au, under About Us – Careers at VECCI or by emailing recruit@vecci.org.au.

Applications, including the covering letter referred to above, should be forwarded to Jane McKay at recruit@vecci.org.au, by COB on Monday 13 February 2012. Previous applicants need not apply. Please note that the successful applicant will be subject to a satisfactory police check as a pre-requirement for selection.