

TRADE AND EVENTS COORDINATOR

STATEMENT OF DUTIES

Tourism Tasmania is looking for a Trade and Events Coordinator who will connect up with our travel trade distribution partners, ensuring their understanding of Tasmania is second to none.

As a member of the Industry and Partnerships team, you will identify the gaps and opportunities within the Australian and global distribution network for Tasmanian destination training and support. You enjoy connecting with people, providing strong linkage opportunities between our tourism industry and partners.

Your creative thinking will bring this to life in overseeing and managing our training platform, in activating our highly regarded (and out of the box) events, maximising Tourism Australia's relationships (and training platform) as well as bespoke training and support.

You have exceptional attention to detail, understand the importance of strong relationship management, working to deadlines and excel when bringing Tasmania to life for others.

If you have experience in training others, a strong understanding of the requirements of distribution partners, an undeniable passion for Tasmania and can bring a level of creativity to all that you do, we'd love to hear from you.

THE POSITION

The Trade and Events Coordinator will focus on core components of driving greater understanding of the Tasmanian tourism offering and product through training programs with strategically aligned trade and distribution partners and key associations (such as Tourism Australia) and the delivery of travel trade events.

WHAT YOU'LL BE RESPONSIBLE FOR

- Enabling direct engagement with trade partners, retail travel agents, inbound tour operators and associations in order to train and interact with their staff (domestically and globally) on our brand, our destination and our products.
- Supporting the campaign partnerships team with relevant information and understanding on trade partner relationships and requirements – ensuring that training and support can work hand-in-glove with campaign activity.
- Amplifying the Tasmania message and produce further opportunities for industry to connect with the right partners in the right markets.
- Managing trade facing channels to ensure optimal content on Tasmania is delivered and continually updated.
- Nurturing and developing industry integration into trade training and event programs.
- Proactively striving to convert more travel partners domestically and globally in understanding Tasmania better and in becoming true Tasmanian ambassadors to build stronger conversion.

WHAT YOU'LL WORK ON

- Support, manage and work with the different channels used to communicate to the travel trade such as the Tourism Tasmania trade website, eDMs, webinar development and delivery, presentations and online training programs (such as the Tassie and Aussie Specialist programs)
- Ensure content on Tassie Trade and any trade facing communications are brand aligned, up to date and aligned with industry.
- Support our key trade partners as well as inbound tour operators in their understanding of Tasmania that will best suit their audience and business. Be a clear linkage point to the campaign team, who will deliver cooperative marketing programs, to ensure they understand what the needs of each partner are and the relevant products and itineraries that have been developed.
- Work closely with key team members to contribute to the delivery of a global work program that is brand and strategically aligned with our distribution partners.
- Work collaboratively within Tourism Tasmania's teams to contribute to the delivery and coordination of world class events both in Australia and globally.
- Deliver robust reporting on all training platform deliverables (both Tassie and Aussie Specialist) and apply key learnings to continually improve.
- Work collaboratively with Tourism Tasmania's key association partners such as Tourism Australia, ATEC and industry bodies, especially in the training and event space.
- Identify and develop opportunities for the team to connect and develop product and industry knowledge.
- Oversee the delivery and coordination of Tourism Tasmania events and those of partners such as Tourism Australia and represent Tourism Tasmania at our own travel events and those of Tourism Australia.

WHO YOU'LL WORK WITH

You will report to the Partnership Manager and are expected to work closely with them and across key projects within the Industry and Partnerships team. You will work collaboratively with your peers across the business including the Content Studio, Digital and Interactive Marketing, Industry and Partnerships and Brand Marketing teams as well as the Office of the CEO.

You will engage directly with Tourism Tasmania's external partners, which include Tourism Australia, the Tourism Industry Council Tasmania, Regional Tourism Organisations, State Government agencies, tourism operators and in market representatives.

WHAT YOU NEED TO HAVE

1. A passion for the Tasmanian tourism industry, our products and experiences and a solid understanding as to how to build this into partner programs.
2. Experience building co-operative relationships that are mutually beneficial and collaborative, and the integrity to uphold shared values through personal demonstration.
3. A solid understanding of global distribution networks together with a proven track record in developing and delivering training and support to audiences, both face to face and via online platforms.
4. Experience in budget, event and project management with an organised, attention to detail and process driven approach to preparing plans and documents.
5. Strong communication skills incorporating good negotiation skills and the ability to work collaboratively.
6. An aptitude to deliver results in a dynamic commercial environment which can change rapidly, by employing a flexible and responsive approach to change.
7. Personal drive and integrity along with a commitment to upholding shared values and demonstrating professionalism while being prepared to try something new, disrupt the status quo, engage with risk, bring creative energy and show personal courage.

REQUIREMENTS OF THE POSITION

Desirable

- Experience working within the Tourism Industry and market knowledge (including trade and distribution)
- Experience in working with online webinar platforms, project management systems and tools and budget management.

WHO YOU ARE

You enjoy connecting with people, providing strong linkage opportunities between our tourism industry and partners. Your creative thinking will bring this to life in overseeing and managing training platforms, in activating our highly regarded (and out of the box!) events, maximising relationships as well as bespoke training and support.

You have exceptional attention to detail, understand the importance of strong relationship management, working to deadlines and excel when bringing Tasmania to life for others.

Your passion for Tasmania will be undeniable. Your ability to tap into our brand, our destination and our on-ground experience and bring that to life for our partners, supporting them to deliver the right outcomes for Tasmania, will be what gets you going every day.

WHO WE ARE

Tasmania is no ordinary place. It is more than our home and this is more than a job, it's who we are. And we are some of the privileged few who get to tell its stories to the world. We're here to connect travellers culturally and emotionally with our island to deliver social and economic benefits that are shared with all Tasmanians.

At our heart, we are simply a team of spirited humans united by our deep connection with Tasmania and its people. The strong sense of meaning we gain from our work ignites us.

When Tasmania is seen so are we. When it thrives so do we.

WHY WORK FOR US

Tourism Tasmania is a demand generator and brand leader for our state, delivering a targeted marketing program in key markets. We also have a lead role in the T21 Tasmania Visitor Economy Strategy and in influencing and building a sustainable future for our visitor economy.

Our people are critical in enabling our Agency to deliver upon its purpose on behalf of Tasmanians. We encourage our people to challenge traditional thinking and be fearless in communicating what we know Tasmania to be.

We work in a dynamic environment that aims to inspire creativity and bravery with a commitment to ongoing learning and development. We embrace flexible working so you can create your own work life balance, are committed to high standards of safe work practises, wellbeing, diversity and equity.

We continually strive for a culture that is based on communication, unity, respect, growth and accountability. With us, what you see is what you get. We're connected with each other, our purpose and our customers and we do our best to be bold, stay curious, and embrace the play in our work.

We are dedicated to our people, our industry and our island.

OTHER STUFF

Employment Type: Permanent, full-time

Hours: 73.50 hours per fortnight

Location: Hobart

Division: Office of the CEO

Business Unit: Industry and Partnerships

Award/Classification: Tasmanian State Service Award, General Stream Band 5

The *State Service Act 2000* including the State Service Principles and Code of Conduct applies to our employees. These can be located at www.dpac.tas.gov.au/divisions/ssmo.

Position number: 005009