

# DESTINATION MELBOURNE

## Business Development Coordinator – Destination Melbourne

<b>Role Title:</b>	Business Development Coordinator
<b>Position:</b>	Full time role, 1 year contract
<b>Location:</b>	CBD based
<b>Salary:</b>	\$50,000 + super

- Join Destination Melbourne at an exciting time of business expansion
- Sales operational support, along with a strong focus on initial sales and lead generation across Destination Melbourne programs
- Fantastic team culture

Destination Melbourne is the tourism industry body representing the Melbourne metropolitan area. Our business is experiencing growth and as a result an exciting opportunity has arisen for an enthusiastic and dedicated sales professional to join the creative Destination Melbourne team.

Reporting directly to the Tourism Business Development Manager, the Business Development Coordinator undertakes a range of activity across new business prospecting, print, digital and b2b event sales, customer servicing, reporting and scheduling. The position is required to work in partnership with tourism industry stakeholders and associated industries, along with working within a close-knit sales team as well as with the broader Destination Melbourne team.

The Business Development Coordinator has one direct report, the Customer Support Intern, who provides year-round support to the Destination Melbourne Sales Team, and ensures customers are well looked after at all points of the customer management cycle.

We are seeking an exceptional candidate who is keen to be part of Destination Melbourne's unique culture. Ideally, someone who naturally goes above and beyond and applies a creative approach to new business and customer service, contributing towards Destination Melbourne's ability to thrive and re-invest back into the visitor industry.

If successful, you will be joining our organisation as we commence an exciting time of expansion, growing our innovative digital marketing platforms.

For more information on Destination Melbourne go to [www.destination.melbourne](http://www.destination.melbourne)

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## About the role

The role of the Business Development Coordinator underpins the efforts of our Business Development team to generate leads, achieve growth and ensure positive collaboration with Melbourne's visitor industry. This role is responsible for ensuring deadlines are kept and for tracking performance of KPIs and targets. With a growing focus on the renewal and initial sales of some of our key activity, this role services existing clients needs as well as proactivity prospects for new business and lead generation. This role provides an opportunity for development in both administration and sales skills.

The Business Development Coordinator is required to work closely with Destination Melbourne customers and partners as well as develop and maintain strong working relationships with team members and other key industry stakeholders, such as the ATDW team at Visit Victoria and the City Circle team at Yarra Trams.

The successful candidate must also display a positive attitude, a willingness to learn, and can balance working autonomously along with being a committed team player.

## Key responsibilities:

### Sales and Customer Support

- Focus on lead generation for the sales team, including generating sales pipelines, implementation of B2B campaigns, and outbound calls
- Attention to building own client base, with a focus on sales for our Discover Your Own Backyard all digital campaign.
- Managing the City Circle Partnership Program on behalf of Yarra Trams, including sourcing advertisers, coordinating panel artwork, brochure artwork and audio script approvals and printing
- Sales for The Exchange event, The Official Visitor Map, and others as required
- Prospecting for Australian Tourism Data Warehouse (ATDW) listings as well as developing and implementing growth campaigns, conducting presentations and overseeing the renewal process of existing listings
- Customer service support, answering inbound calls, liaison person for customers when the Sales Managers are unavailable
- Managing, and overseeing work undertaken by, the Customer Support Intern
- Other projects on an as needed basis

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## Administrative Support

- Providing overall support to the Business Development Team
- Coordinates team deadlines, provides up to date and accurate sales reporting and schedules, ensuring the team is on track to meet and exceed targets.
- Managing information within the company CRM, including updating product data, managing layouts for all publications, generating reports
- Coordinate Venue partnership EOI process for Destination Melbourne hosted events
- Attending client meetings and Destination Melbourne hosted events
- Problem solving and assisting in additional tasks and projects as required

## Key selection criteria:

- Minimum 2 years' experience preferably in a sales or administration role.
- A successful background making outbound calls and lead generation
- Ability to effectively coordinate and manage work and deadlines autonomously.
- Strong time management and ability to prioritise tasks to meet critical deadlines and high attention to detail.
- Experience working with a CRM platform and Microsoft Office, including MS Word, Excel, PowerPoint
- Well-developed interpersonal, communication and negotiation skills, along with the ability to network and deliver presentations.
- Should enjoy a good laugh and is willing to be a team player
- Has the right to work in Australia (working holiday visa applicants cannot be accepted)
- A sound knowledge of, and/or experience within the visitor industry, particularly in Melbourne and Victoria would be well regarded.
- Tertiary qualification in Marketing, Business, Tourism Management, or similar discipline

## To apply

Interviews will be being conducted on a rolling basis, as suitable candidates arise. On this note, we recommend you submit your application asap. Only shortlisted candidates will be contacted.

Applications to: [sales@destination.melbourne](mailto:sales@destination.melbourne)

Please provide:

- Your curriculum vitae
- A cover letter which addresses the key selection criteria and your relevant experience.

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