

DESTINATION MELBOURNE

POSITION DESCRIPTION

Position Title: Director of Marketing & Communications

Employment: Full Time Position

Reports to: Chief Executive Officer

Salary range: 100+K plus superannuation

The Role

The Director of Marketing and Communications is a challenging and dynamic role responsible for the development and implementation of Destination Melbourne's marketing and communications programs. It is a pivotal time for the organisation, as we continue to embrace digital transformation to ensure we create viable revenue streams and strong leads for our tourism clients.

This role is an excellent opportunity for a marketing professional to apply their well-honed skills in digital and social marketing, brand and tactical campaign experience, consumer and corporate communications, design and print production. The position requires a creative thinker in the development and delivery of DM's integrated marketing campaigns – *Melbourne Now* and *Discover Your Own Backyard*, with the aptitude to take risks and develop new opportunities. To be successful in the role we need a person with an effective leadership style, strategic commercial thinking, and high-level communication and motivational skills.

We are also seeking a person with a passion for Melbourne, who is self-motivated, enthusiastic and has a demonstrated background in digital marketing communications with a minimum of 8+ years' experience.

Key Relationships

The Director of Marketing and Communications reports directly to the Chief Executive and is responsible for cultivating strong working relationships with external stakeholders including the City of Melbourne, Visit Victoria, Public Transport Victoria and businesses within the tourism sector. The Marketing Communications team consists of 9 full time and 1 part-time staff, with three direct reports.

Core Market Focus

B2C: Visitors in Melbourne (interstate and international); Regional Victorians (intrastate) and Melburnians (local)

B2B: Greater Melbourne's tourism industry

**GROWING
INDUSTRY.
INSPIRING
VISITORS.**

DESTINATION MELBOURNE

Specific Responsibilities

1. Lead digital transformation of DM's marketing programs to generate profitable digital marketing products and provide valuable ROI for our customer base and key industry partners.
2. In conjunction with digital marketing coordinators, manage digital strategy, digital agencies and digital performance.
3. Manage the development, implementation and evaluation of creative marketing campaigns and content plans to build awareness, engagement and generate positive leads for tourism businesses.
4. Effectively facilitate greater levels of industry and government participation in cooperative marketing initiatives, which demonstrate value and return on investment.
5. Lead the development, implementation and distribution of existing visitor print publications.
6. Prepare marketing communication strategies, proposals, presentations and board reports.
7. Lead, motivate and manage staff, financial budget and resources for the unit. Be responsible for staff's performance management and new recruitment.
8. Attend key partner meetings and identify new opportunities for greater partner participation.
9. As team leader, strategically contribute towards business planning, team engagement and product improvements.
10. Strategically inform the CEO regarding potential issues arising from marketing activity and/or team members.
11. Lead and manage 3rd party marketing projects including the Chinese New Year Festival.
12. Liaise with the Director of Partnerships and Sales regarding the development of partner proposals, reports and events.
13. Direct the Industry Communications Manager to increase B2B engagement and lead generation for DM's industry website, social media channels and industry events.

Selection Criteria

1. Proven ability and demonstrated understanding of the principles and practices of consumer, destination and B2B marketing.
2. Strong conceptual and analytical skills and demonstrated experience in the development, implementation and evaluation of integrated brand and tactical marketing campaigns.
3. Demonstrated experience in working with digital agencies to develop and deliver tactical digital marketing activities.
4. Solid experience in digital marketing including (SEM, SEO, email and social marketing) and developing digital and social media platforms.
5. Proven ability to build, influence and negotiate across a diverse range of people including: team members, tourism businesses and government stakeholders.
6. High level project, time and budget management experience.
7. Excellent interpersonal, communication and negotiation skills with the proven ability to deliver presentations and write key strategies and reports.
8. Well experienced in leading, developing and recruiting staff.
9. Demonstrated passion and knowledge of Melbourne's key visitor experiences and products.

GROWING
INDUSTRY.
INSPIRING
VISITORS.

DESTINATION MELBOURNE

10. Preferred tertiary qualifications in either marketing; communications; or tourism management and business.

About Destination Melbourne

Established in 2001, Destination Melbourne is a leading independent, tourism organisation with a committed team of 20 skilled professionals, overseen by a Board of Directors. We are focused on connecting Melbourne's tourism industry to the visitor, through our destination marketing and industry development opportunities.

At DM we acknowledge the importance of work life balance. We provide a positive and flexible working culture for our team, we encourage training and professional development and we provide more than 20 paid annual leave days. We trust and empower everyone to be responsible for their role, to be proud of their work in delivering creative opportunities, solutions and positive outcomes for the business and for our customers.

Our Core Values

Engage, Create, Empower

The Destination Melbourne team actively embraces its core values to create continuous opportunities for Melbourne's tourism businesses to positively engage incoming visitors. We also facilitate industry-wide collaboration by connecting and empowering Melbourne's visitor industry, with emerging visitor trends, insights and targeted visitor research.

To apply

Submit your resume and cover letter which addresses the key selection criteria, your relevant marketing experience and why you're interested in this role.

Applications are due by: 5pm, Monday 21 January, send your email to laura@destination.melbourne

Applications **without a cover letter** will not be considered and only shortlisted candidates will be contacted.

GROWING
INDUSTRY.
INSPIRING
VISITORS.