

## Coordinator, Business Development

### About Brisbane Marketing

We help Brisbane play on the global stage. Our purpose is to build a more prosperous Brisbane by offering an exceptional quality of life and a breadth of business and employment opportunities. We are responsible for playing a role in making our great city even greater. Whether it be attracting conferences from near and far, bringing major events for all to enjoy. Or putting the magic into Christmas, you can almost guarantee we have played a part in it. We do this through our business and lifestyle initiatives in tourism, major events such as Regional Flavours and the Asia Pacific Screen Awards, investment attraction, entrepreneurship, international education and marketing.

Powered by innovation, collaboration and opportunity, we create economic and social value for the city and promote Brisbane nationally and internationally as Australia's New World City. We are one of a kind: a partnership between government and industry offering a broad range of opportunities in a diverse and dynamic culture.

### Purpose

As the Business Development Coordinator you will be pivotal to the success of the Convention Bureau team. You will strive to provide efficient and effective support that will assist the business development team in achieving greater economic outcomes for Brisbane by attracting increased conferences and meetings in the city.

Also as part of the broader Convention Bureau team you will be responsible for promoting the services of the Convention Bureau and of Brisbane as the destination of choice for business events.

### Outcomes for the Role

Brisbane Marketing has big goals. In order to achieve those goals, we need high performers within our entire organization. High performers love having clear expectations and big goals to achieve themselves. These will be yours:

#### Research Skills

You will leave no stone unturned when it comes to research. You will work to uncover new conference /meeting leads and keep the team updated on existing opportunities. Each new lead will see you strive and give you great satisfaction!

#### Document Control/Admin Wiz

As an administration extraordinaire you will prepare comprehensive sales notes and show books for trade shows, familiarisations and sales appointments which will help set-up the team for success.

#### Stakeholder management

You will be a people person and committed advocate of Brisbane! With your super friendly personality, you will be assisting with client requests for information and representing Brisbane Marketing at key industry functions and events.

### Strengths

We are a strengths-based organisation and believe that people are much more effective when they are in a job that plays to their strengths. Naturally you will have previous experience in a similar role and the ability to seamlessly transition yourself as the Business Development Coordinator.

Additionally, the strengths needed to successfully achieve the outcomes above include the following:

- A basic understanding of the tourism and events industry. An understanding of the meetings, incentives, conventions and exhibitions industry would be ideal, but not mandatory.
- Well versed in operating Microsoft Office applications, especially MS Excel, MS Word and MS PowerPoint.
- A basic understanding of databases; working knowledge of any CRM based software like Microsoft Dynamics, Sales Force or SAP ideal but not mandatory.

- Experience or working knowledge of stakeholder dynamics – communication, collaboration and events interaction.
- Organisational skills – multitasking, time management, interpersonal skills, team work, attention to details, written and verbal communication.

#### What we offer

- A fantastic culture of creatively minded, hardworking people who are passionate about Brisbane and being part of its growth and success
- Weekly fruit deliveries
- Employee Gym Access
- Discounted wine and health insurance
- And many more

Brisbane Marketing's best and most valued asset is its people. The most vital elements of driving success is our people and empowering our workforce to meet their goals and extend their skills is a major focus for BM. Please send your applications to [careers@brisbanemarketing.com.au](mailto:careers@brisbanemarketing.com.au) by Friday, 26 May 2016. We are looking to conduct first round interviews the week commencing 29 May 2017 with a preference to ASAP.

For further information or for a confidential discussion, please contact HR on 3006 6270. We respectfully ask that no agency applications will be considered at this time however should we need your help we will contact you. Only successful candidates will be contacted.