Brisbane Marketing
BRISBANE'S ECONOMIC DEVELOPMENT AGENCY

BRISBANE CITY

Marketing Executive

Business Unit:	**Marketing & Communications**
Reports to:	**Manager, Marketing**
Line Reports:	**Co-ordinator/Intern, Marketing**
Status:	**Full Time**
Updated/By:	**24th July 2012, Manager Marketing**

About Us

Brisbane Marketing is the economic development agency for the Greater Brisbane Region. Our purpose is to promote Brisbane and its surrounds as **Australia's new world city** to local, national and international markets to **create a more prosperous Brisbane**. With the support of our primary funding body – Brisbane City Council – we bring together government and industry to create and leverage business opportunities, we share information and knowledge as a catalyst for innovation and we persuade customers to invest, visit, meet, study, work, live and play in Brisbane. We have a unique role in assisting government and industry with new initiatives and programs which will drive Brisbane's prosperity.

About the Position

Summary

The Marketing Executive is responsible for the delivery and implementation of brand and tactical campaigns and digital marketing activities contributing to the delivery of measurable business objectives. Working with the Marketing Manager, the Marketing Executive will manage the implementation of specific brand and tactical campaigns, digital marketing activities (website, email, social media etc), direct marketing/CRM, and related collateral in consultation with their respective business unit/s.

Key Responsibilities

- Assist with input into marketing strategy and planning
- Assist with brand management, tracking and measurement for Brisbane Marketing (corporate brand) and Brisbane Australia's New World City (destination brand)
- Undertake campaign management, implementation, measurement and budget control activities for respective business unit/s
- Deliver best practice marketing throughout Brisbane Marketing and our stakeholders
- Demonstrate collaboration across internal business units (BM Corp, CBD retail, Convention Bureau, Export, Investment Attraction, Leisure Tourism and Major Events) and external stakeholders
- Co-ordinate external marketing solutions partners, including but not limited to – Creative, Media, Research, Digital, Production, Activation
- Co-ordinate stakeholders through implementation of campaign partnerships
- Day-to-day management and mentoring of marketing co-ordinator/intern
- Produce and maintain regular financial and work in progress reports, reviews and recommendations for all activity managed.

- Contribute to the development and maintenance of business systems and procedures
- Provide assistance as a contributing member of BM and foster an environment of teamwork.
- Work cooperatively and proactively with the management team and across all of Brisbane Marketing in order to achieve whole of organization objectives.
- Respect the values and beliefs of others in your team internally and externally to Brisbane Marketing

Overview of the Business Unit

Marketing Communications is responsible for the development, implementation and management of Brisbane as a destination throughout Brisbane Marketing's respective business units (CBD Retail, Convention Bureau, Export, Investment Attraction, Leisure Tourism and Major Events) through traditional, digital and emerging marketing communications channels. Marketing Communications works symbiotically with all departments ensuring the strategies developed are effective, efficient and contribute to the delivery of real business results across all business units – ultimately delivering economic and social value for Brisbane. It raises the profile of Brisbane Marketing it as the city's economic development agency and encourages buy-in from other city influencers, media, business leaders and key industry sectors locally, nationally and internationally.

Key Relationships and Stakeholders

Brisbane Marketing's strategies are developed and implemented with support of its members, partners and industry stakeholders. Close working relationships with these groups is essential. These stakeholders include:

- Creative, research, media, digital and activation agencies
- Brisbane Marketing members and corporate partners
- Brisbane City Council
- Lord Mayor's Office
- Key industry groups for respective business units e.g. Australian Trade Commission (Austrade), Trade and Invest Queensland, Tourism Queensland, Tourism Australia
- Key industry and government networks in core source markets
- Media
- Australian Marketing Institute

What you will do

Accountability	Major activities	Success measured by
Assist with brand management and strategy development	• Support the manager with development of annual Integrated Marketing Plan (IMP) for allocated business unit/s • Support the manager with the development and execution of Brisbane Marketing corporate brand **and/or** Brisbane Australia's New World City destination brand campaign activities where required • Monitor campaign effectiveness and impact on brand health and coordinate as required reviews & recommendations of the respective campaign strategies • Develop and maintain strategic partnerships in relation to brand marketing activity	• Annual IMP development and implementation • Delivery of strategic marketing objectives • Brand health tracking • Campaign effectiveness e.g. awareness and conversion • The demonstration of effective strategic partnerships and value to both BM and clients

Accountability	Major activities	Success measured by
Campaign management • Advertising • Direct Marketing • Collateral • Web/digital • Activation • Production	• Project management of marketing projects/campaigns as identified in the IMP for allocated business unit/s • Work in close collaboration with internal business unit/s to deliver and implement marketing projects/campaigns from brief through to post-campaign reporting. • Brief and manage internal and external resources as required to deliver projects/campaigns on time and on budget • Administer overall campaign budgets and financial processes and procedures • Deliver post campaign reports based on measureable KPI's	• Solutions that deliver against marketing & campaign KPIs • On brand/On time/On budget • Effective & efficient media plans & buys • Effective relationships with stakeholders and partners measured by positive 360 feedback • Effective and accurate administration of budgets • Campaign effectiveness measures/reporting
Assist with website strategy and content management	• Work with marketing manager and digital marketing manager to develop website strategy, goals and content plan for allocated business unit/s • Develop content and/or manage third parties to develop and produce web content in accordance with annual plan • Lead and supervise the marketing coordinator/intern to implement content publishing process • Ensure all website content and pages are optimised for search engines • Measure and monitor website analytics and make recommendations based on website performance against agreed goals	• Website content fresh and current at all times • Content plan implemented on time • All content optimised for search engines • Regular website analytics and reporting in place • Website delivering against website goals
Stakeholder Management	• Support the development of stakeholder partnerships for projects/campaigns • Liaise with stakeholders regarding project/campaign activation and coordination	• Number of stakeholders participating/required • Quantifiable measurement of stakeholder participation in campaigns • Positive stakeholder 360 feedback
Employee Management	• Manage and mentor the marketing coordinator/intern with achieving individual and departmental goals and objectives • Train coordinator/intern on all departmental systems and procedures	• Effective processes for delegation and monitoring of coordinator/intern activities • Effective training of all systems and procedures
Reporting	• Produce and deliver work in progress reports, reviews and recommendations • Work with marketing manager and finance department to produce and deliver finance	• Accurate weekly and to deadline reporting as required

Accountability	Major activities	Success measured by
	reports as required	
Administration	• Develop and maintain systems and procedures to ensure efficiently and effectively managed business unit and solutions • Manage administrative functions in full compliance with internal policy and procedures	• Effective systems and processes to manage and monitor budgets in cooperation with other business units as appropriate • Efficient and accurate management of administrative duties • Complying with Brisbane Marketing policy and procedure
Teamwork	• Contribute as a proactive member of BM, foster team spirit and collaboration within your team and across the company to achieve our goals • Respect the values and beliefs of others in your team and across BM	• Assist and co-operate with the Director, Managers and other employees to achieve our unifying vision • Positive annual performance review 360 degree feedback results.
Other Duties	• As Requested by Executive Director	

What you will bring to the role

Must have…	Great to have…
Qualifications: • Tertiary qualifications in Marketing or similar business degree **Knowledge:** • Good knowledge of business and/or consumer marketing practices • Good knowledge of the Greater Brisbane marketplace and business environment **Experience:** • Experience in developing and managing marketing projects/campaigns • Website content management • Application of digital marketing practices • Experience administering budgets • Experience developing post project/campaign analysis and results reports • Good level of verbal, written and presentation skills • Proven ability to manage stakeholder needs • Proven ability to prioritise tasks, meet deadlines, work under pressure and manage multiple projects • Proven commitment to continuous improvement **Personal Qualities:**	• Database marketing experience • Direct response marketing experience • Marketing Research application experience • Video and/or photography production experience • Copywriting skills or experience

Must have...	Great to have...
• Good communication and professional marketing skills • Strong organizational skills with ability to coordinate multiple tasks • High level of accuracy and attention to detail • Self motivated and able to work under own initiative • Ability to work in a team environment with a flexible work attitude	

Our Values

- ***Inspire***: We inspire ourselves and others to advance Brisbane's economic prosperity. We encourage our partners to inspire us.

- ***Innovate***: We encourage and create new opportunities for our customers, deliver value through continuous improvement and encourage Brisbane businesses to be globally competitive through innovation

- ***Inclusive:*** We leverage the power of relationships, fostering a supportive environment that enables our team and our partners to be more successful. We openly encourage our partners to be inclusive and collaborative.

- ***Integrity:*** We are ethically unyielding, respectful and honest. Each is personally accountable for the highest standards of behaviour. We seek integrity from our partners.