

JOB DESCRIPTION & ACCOUNTABILITIES

POSITION TITLE:	Industry Marketing Manager	REPORTING TO:	GM Marketing APAC
		DIRECT REPORTS:	Industry Marketing Executive Industry Marketing Coordinator
DEPARTMENT:	APAC Marketing	LOCATION:	Melbourne

POSITION PURPOSE:

The Industry Marketing Manager role is to lead and manage the strategic marketing plans for key industry partners, in the Australia & New Zealand region, on behalf of the Intrepid Group portfolio of brands.

The role will develop the strategic direction of industry marketing, in collaboration with the GM Marketing and the direct marketing team and will be responsible for managing our key account industry partners and developing successful relationships and campaigns.

Accountable for the development, creation, implementation and execution of all marketing campaigns in line with the industry campaign calendar for key industry partners, this role will take lead with all communication and information sharing between key partners, Intrepid Group sales teams and the internal marketing department for the APAC region.

With an overarching goal to maximise industry sales and revenue and potential, through establishing excellent relationships, the role will work very closely with the full APAC marketing team, to ensure that all industry marketing is on brand, within contracted budget commitments and aligned with all other brand marketing activities including global campaigns within the market.

Communication of campaign details including budgets, timings and key performance metrics to key stakeholders throughout the business is essential to deliver optimum results.

This role requires exceptional organisation, excellent communication & stakeholder management skills, and the ability to maintain and foster working relationships with key account partners and team members as a high priority.

This is a 13 month maternity leave contract role commencing in 1st July 2018 until end of July 2019.

QUALIFICATIONS AND EXPERIENCE

- 5+ years Marketing experience
- Marketing qualifications
- Knowledge of and experience working in the Australian travel market (Essential)
- Experience in managing a variety of brands and relationships
- Stakeholder management skills
- Campaign management skills
- Experience in managing both above the line & below the line advertising and marketing
- Personal and/or professional travel experience in our destinations

OTHER SKILLS AND ATTRIBUTES

- Passion for travel
- An understanding of and belief in the Intrepid Group core values
- A strong personal drive to achieve
- Excellent communication skills
- Strong organisational skills to deliver multiple campaigns to tight deadline
- Fast learner, able to adapt to changing priorities & strong time management skills
- Exceptional stakeholder management
- Ability to work independently and in a team
- Problem solving and decision making capacities
- Friendly, flexible and a sense of humour

Operational Accountabilities of Role	Benchmark Measure
Growth in key Industry Partner sales	<ul style="list-style-type: none"> Gross sales per year as per sales budget Effective marketing campaigns & industry-specific promotions as determined by KPI's
Manage Australian industry marketing budget including committed partner funds	<ul style="list-style-type: none"> Manage industry campaign spend in line with committed % budgeted Work across marketing functions to develop KPIs for all campaigns to maximize budget ROI
Developing the strategic marketing direction for key industry account partners within the Australian market, including creating annual marketing campaign calendars in line with the brand strategies	<ul style="list-style-type: none"> Marketing calendar, budget & schedule prepared annually in line with key industry partners Ensure all campaign promotional elements are set up prior to launch date of campaign & manage all aspects of the relationship with partner, both contracted and non-contracted Manage the implementation of all joint marketing initiatives with industry partners Determine & set commercial KPIs and ROI criteria for all industry campaigns Communicate industry campaign calendar to relevant stakeholders and provide all campaign information to key industry partners in a timely manner Identify industry marketing opportunities in synergy with brand distribution channels to accelerate growth Central marketing contact for key industry partners Liaise with Commercial team for available offers Oversee proformas that are sent to partners
Communication management	<ul style="list-style-type: none"> Manage communication with all key industry partners Be the driver of communication excellence between the IG Marketing team & all internal sales departments & external industry partners Drive IG awareness by ensuring the industry is informed of all brand marketing activities (e.g. be the consistent IG voice with our partners on all activity including global brand campaigns etc)
Industry/Agency relationship management	<ul style="list-style-type: none"> Manage, maintenance and review the Industry marketing calendar Assistance with planning and review of all industry partners Share marketing collateral as needed - both proactively and in response to requests Establish and execute promotions in a timely manner including supply of proforma and terms Coordinate Product Manager training/presentation/event visits
Travel Expos and Travel Shows	<ul style="list-style-type: none"> Attend events and expos where requested Assist with arranging and implementing the Intrepid Group's presence at travel expos & shows
Industry Marketing reporting	<ul style="list-style-type: none"> When requested coordinate requested reporting through relevant team members Submission of weekly, monthly, and quarterly reports and campaign analyses.
Industry/Trade PR	<ul style="list-style-type: none"> Work with PR Manager AU/NZ to ensure awareness of industry activity and coverage opportunities