

BUSINESS EVENTS TASMANIA

Position Description

Marketing & Sales Administrator

March 2022

Business Events Tasmania (BET) is a not-for-profit sales and marketing organisation, funded in-part by the State and Local Governments, and by a member base. Its primary role is to market Tasmania as a business events destination of choice and to win bids for conventions, exhibitions and corporate/ incentive travel groups over other competing destinations nationally and internationally.

Position:	Marketing & Sales Administrator
Position Type:	Full time - permanent
Place of Employment:	BET's Hobart or Launceston Office
Remuneration:	\$TBA
Reports To:	Marketing Coordinator

The role:

The Marketing & Sales Administrator role provides administrative support to BET's marketing team and assists the sales side of the business with sales and bidding requirements. It is the perfect opportunity for someone at the beginning of their career and looking for a foot in the door of the tourism and business events industry.

Key responsibilities include:

- Being the first point of contact for external enquiries – phone and email
- Providing administrative support to the marketing and sales teams
- Management of BET's image and video library, and requests
- Website and digital asset content updates
- Preparation, distribution and reporting on email marketing campaigns
- Sales and marketing data entry and basic CRM reporting

- Bidding support and bid creation.

About you:

- Strong administrative skills
- Strong computer literacy
- Advanced Microsoft Office Suite skills
- Experience with CMS such as WordPress (or similar), and bulk email platforms (desirable but not essential)
- Experience using analytical tools such as Google Analytics (desirable but not essential)
- Demonstrated ability to acquire skills using a Customer Relationship Management (CRM) (desirable but not essential)
- Attention to detail and strong organizational skills and ability to manage priorities to meet deadlines.