

BUSINESS EVENTS TASMANIA

Position Description Communication Coordinator April 2024

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. Our primary role is to market Tasmania as a business events destination of choice and to win bids for conferences, exhibitions and corporate/incentive travel groups over other competing destinations nationally and internationally.

Position:	Communications Coordinator
Position Type:	Full time
Place of Employment:	Hobart or Launceston
Remuneration:	Determined by level of experience
Reports To:	Manager – Stakeholder Engagement

The role:

The Communication Coordinator role is suited to someone starting out their communications or journalism career. The role requires excellent communication, proactive relationship management, and a keen interest in the tourism and business events industry. They will oversee the external communications of the business including production and distribution of media releases, management of the communications calendar, and the coordination of internal activity to deliver targets and meet communications KPI's. The Communication Coordinator will work closely with the Digital Content Manager and Manager – Stakeholder Engagement, to perform the duties of the role.

Key responsibilities include:

- Production of media releases for trade audience
- Stakeholder communications

- Document edits
- Management of execution of the communication's calendar
- Work with the Digital Content Manager to produce Case Studies

About you:

- A qualification in Journalism, Public Relations or Communications is desirable
- Strong administrative skills
- Strong computer literacy
- Advanced Microsoft Office Suite skills
- Attention to detail and strong organizational skills and ability to manage priorities to meet deadlines.