

Marketing and Communications Manager - Position Description

Position Title: Marketing & Communications Manager	Unit: Marketing	Date: January 2012	
Reports To: CEO	Direct Reports: Events and Visitor Information Coordinator Marketing Officer -Web/Collateral Victorian Snow Reporter Service	Position Status: Full time	Band: 7
Primary Objective			
This position is responsible for the overall marketing of Falls Creek as an all seasons resort. The position also plays an important role in contributing to the development of product and activities that will increase visitation and yield on an all seasons basis.			
Organisational Environment			
<p>Falls Creek is Victoria's largest alpine resort and a major tourist destination in North-Eastern Victoria. The resort is set at an altitude ranging from 1210 to 1830m and bounded on all sides by the Alpine National Park.</p> <p>The Falls Creek Alpine Resort Management Board is accountable for the development, promotion, management, and use of Falls Creek's 1,535 hectares. Appointed by Victoria's Minister for the Environment, the Board operates under the Alpine Resorts (Management) Act, which sets out the objectives for the management of Victoria's alpine resorts and aligns with the Victorian Government's Alpine Resorts 2020 Strategy.</p> <p>The Marketing and Communications Manager position plays a key role in delivering against both the objectives of the Act and the strategic directions of the 2020 strategy.</p>			
Organisation Vision Statement			
To deliver the most memorable leisure, sporting and adventure experiences in Australia's unique Alpine landscape			
Organisational Values			
Safety First	Our concern for safety, health and the environment is paramount.		
Teamwork	Our own individual success comes from our contribution to team efforts and commitment to team goals.		
Respect for people	We have mutual understanding and respect for each other as team mates and also for our guests.		
Integrity	We are consistent, trustworthy and transparent in the way we do business.		
Vibrancy	Take time to reflect upon the excitement and uniqueness of the environment (both natural and manmade) in which we work.		
Environmentally aware	Falls Creek's natural environment is our greatest asset, which we strive to protect and enhance.		
Key Working Relationships			
<p>Internally – Chief Executive Officer, Senior Management Team, Marketing Team and the Board.</p> <p>Externally – Key stakeholders including tourism/industry bodies, government departments, local businesses, media, event management companies and assorted service providers.</p>			

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Major Accountabilities:	Performance Criteria:
<p>Develop, support and implement strategies, products and promotions to increase visitation, occupancy and yield on an all season's basis in compliance with the organisations strategic vision. To utilise a range of marketing initiatives in order to achieve this objective including but not limited to:</p> <ul style="list-style-type: none"> Advertising (website, radio, TV, print and online etc.) Events/promotions Product development Public Relations/media Website development Social media 	<p>Develop programs for each of the '7 pillars' identified in the Falls Creek Resort Management Tourism Marketing Strategy (TMS)</p>
<p>Improve the quality of product and service delivery across all aspects of the guest experience. Engage with new and existing business operators to deliver the best possible existing products as well as new products to meet the demands of key markets</p>	<p>Increase in visitation due to improved quality of product</p>
<p>Facilitate and support effective mechanisms for the coordinated promotion and branding/position of the Resort, ensuring that these activities complement and support the TMS.</p>	<p>Effective management with stakeholders delivering target outcomes, to agreed KPI's.</p>
<p>Provide effective communication to a wide range of audiences including resort guests, stakeholders and government.</p>	<p>Communication meets target audience requirements.</p>
<p>Develop strategies and initiatives to position Falls Creek as the most "eco-friendly and aware" alpine resort in Australia</p>	<p>"Green Resort" strategy developed in conjunction with the Management Team, external parties as relevant and local stakeholders.</p>
<p>Attract sponsorship to support strategic objectives</p>	<p>Achieve target levels of sponsorship value, either cash or in kind, received for the resort.</p>
<p>Lead, motivate and manage the marketing and visitor information team in the achievement of agreed targets and objectives. This also includes the management of the Victorian Snow Reporting Service on behalf of the Victorian Alpine Resorts.</p>	<p>All targets and objectives in current year corporate plan and SMP Implementation Plan achieved</p>
<p>Engage with key industry/tourism/government bodies to promote the interests of the resort. This includes, but is not limited to: Tourism Victoria/NEVTi, BART, ARTB, Tourism Australia, Australian Alps National Landscapes and GARMi</p>	<p>Resort consistently represented and actively engaged in relevant tourism activities.</p>
<p>Assist in managing communication with the village, particularly in relation to emergency management communication.</p>	<p>Effectively carry out corporate policy and governance.</p>
<p>Develop new products, events promotions to maximise resort visitation and revenue.</p>	<p>Assist CEO in developing a range of initiatives.</p>
<p>Review trends, undertake analysis and report on performance.</p>	<p>Effective communication of the data with the Organisation, Management, and Board.</p>
<p>Business development –generation of initiatives to drive resort visitation.</p>	<p>Growth in visitation on an all season's basis.</p>

Implement and facilitate the achievement of outcomes in accordance with Falls Creek Resort Management practices including financial/human resource delegations and relevant legislation on Occupational Safety & Health and Equal Opportunity	Outcomes achieved compliantly
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Key Challenges

Major challenges include:

- Development and maintenance of strong relationships with key stakeholders
- Leading and motivating a diverse group of stakeholders to be uniformly committed to achieving a common vision of a genuine all seasons resort
- Develop strategies, products and communications that maximises visitation and resort revenue
- Delivery against the major priorities in a structured agenda

Position Dimensions

Budget responsibilities: \$1,259,000

Direct/indirect reports: Events and Visitor Information Coordinator (1), Marketing Officer- Web/Collateral (0.1)

Victorian Snow Reporter Service (1.4). Resort Entry and Visitor Information Officers

Decision Making

This position works in a collaborative way with key stakeholders to achieve required outcomes within established practices and guidelines. This role acts as a point of reference providing expert advice on product, market trends and competitor intelligence and provides recommendations on product strategies. This position will work closely with the CEO and undertake independent work.

The incumbent makes decisions on expenditure within delegation.

Qualifications, Skills, Knowledge and Experience

- Completion of a degree or higher qualification in a relevant area with commensurate work experience OR an equivalent combination of relevant experience and/or education/training.
- Demonstrated understanding of alpine resort issues and/or relevant nature based tourism experience.
- Relevant experience in developing and implementing strategies leading to organisational and or industry growth.
- An ability to work within and understand financial parameters.
- Demonstrated ability to maintain a high level of confidentiality.
- Demonstrated ability to develop strong internal and external relationships using advanced communication and interpersonal skills.
- Proven skills in leading and managing a team of people.
- Analytical skills.
- Excellent project management and organisational skills, and ability to manage varied and conflicting demands to agreed standards and timelines.
- "Can do" attitude when handling complex situations, results oriented and strong problem solving skills.
- Well developed information technology skills.
- Strong communicator with strong written skills
- On line strategy experience

Verification:

We certify that the content of this position description is accurate:

Position Holder: _____ / /

Manager/Supervisor: _____ / /