

## JOB DESCRIPTION

<b>Job Title:</b>	<b>Marketing Manager</b>
<b>Base Salary Range</b>	On Application
<b>Responsible to:</b>	Senior Marketing Manager
<b>Duration</b>	24 months

### OUR COMPANY

Enriching the Territory with incredible event experiences is what drives us.

Since 1999, Northern Territory Major Events Company (NTMEC) has been delivering and supporting events from the Top End right down to the Red Centre. Our team is passionate about the Territory's events industry and takes great pride in the company's diverse events portfolio.

As the peak body for events in the Territory, NTMEC strives to grow industry capacity, strengthen our identity as an exciting place to live and work, and deliver world-class events to boost visitation and ultimately strengthen the Territory's economy.

### THE ROLE

People are our most important and valued asset. Working at NTMEC is more than a job; it is a commitment to promote the Territory as a unique, world-class event destination like no other.

As part of a multi-disciplined team, you will be responsible for delivery of marketing activities to support all brands within our portfolio with a particular focus on motorsport events. You'll ideally be an experienced marketer with significant experience in digital strategy and execution and content marketing to deliver against key performance indicators including ticket sales and revenue and visitation targets to contribute to the Territory's visitor economy

#### Key Duties and Responsibilities:

1. Develop and execute integrated event marketing strategies to drive revenue and increase interstate and intra-Territory attendance to events in the Northern Territory.
2. Create and implement an engagement strategy for events to grow competitor numbers.
3. Oversee and assist in the development of websites, EDMs and other digital platforms.
4. Manage key creative and media agencies to deliver campaign concepts, media schedules and optimise media spend and activity to deliver the best value for the Territory.
5. Manage and monitor overall marketing budgets in line with company objectives, return on investment and results.
6. Report on strategies, projects and performances in all areas at regular intervals.
7. Develop and maintain effective collaborative partnerships with media, industry, stakeholders and Government, at a local and national level.
8. Assist with preparing briefings and correspondence, including Ministerials, Legislative Assembly Briefings and service agreements.
9. Contribute to the NTMEC strategy and annual business plans to drive business growth.

#### Selection Criteria:

1. You have a passion for the Territory and events.
2. You will have the ability to flex above standard operating level to drive revenue and increase interstate attendance.
3. You are experienced in the principles, practices and techniques of campaign development, creative practices and digital marketing.
4. You will have an expert understanding of new and existing digital content delivery methods including content marketing, digital advertising, and social media.
5. You can demonstrate strategic planning capacity including budgeting and campaign measurement and reporting frameworks.

6. You will have exceptional relationship management and communication skills and process a friendly and mature approach to your work and have the proven ability to work collaboratively across government, industry and key event stakeholders.
7. You will be an expert at managing agency relationships and convey brand strategies and performance manage plans.
8. You will be a key contributor to the business goals, have a willingness to be in it together and find solutions for all. You are also open to opportunities outside of job scope as the business evolves and have the ability to work autonomously.
9. Experience of motorsport events will be considered favourably.

You will be required to work some weekends and public holidays. You may need to travel domestically.

### **BENEFITS**

We will support you to implement innovative ways of working in a collaborative, people-focused and results-driven business. An attractive remuneration package is on offer for the right candidate.

**Approved:**

**Suzana Bishop, CEO, NT Major Events Company**