

General Manager - Business Events Australia (Sydney)

Band 5 – Package from \$162,668 (Salary from \$140,960 plus 15.4% superannuation)

There is an opportunity to lead the Business Events Australia team in our Sydney office. Reporting to the EGM Marketing, you will be responsible for leading the development of the Global Business Events strategy and the delivery of business-to-business programs that promote Australia as a destination for business events. Specifically, you will be responsible for:

- Developing an integrated Business events strategy that targets corporate meetings and incentives and the Association markets;
- Managing and co-ordinating business events;
- Managing relationships with the Australia based industry and facilitating their participation in BEA programs;
- Implementing communication programs to ensure plans are optimally executed in market;
- Identifying research requirements, preparing and delivering research briefs; evaluating projects and report results;
- Managing a team, budgets, reporting and projects effectively and efficiently; and
- Indirectly executing plans via a network of geographically dispersed offices and stakeholders.

To be effective in this role, you will have a proven ability to communicate effectively to a wide range of culturally diverse audiences and to build strategic relationships both internally and externally that will foster collaboration and team work. You will also have the ability to develop the Business Events strategy, as well as demonstrated experience in a management role within the marketing, stakeholder relations, major events or business events areas. Experience in delivering cooperative marketing programs would be highly advantageous.

For more information or to apply please send your resume and a covering letter detailing your relevant experience by Friday 30 April 2010 to: vacancy@tourism.australia.com

<http://www.tourism.australia.com/en-au/aboutus/employment.aspx>