

JOB DESCRIPTION

Position:

Marketing and Sales Executive

Role:

Your responsibility is focused on providing administrative support to the General Manager Sales and Marketing with the core purpose to assist in the development of sales and the achievement of Snowplanet's sales objectives.

An ability to work closely with department heads and team members will be a pre-requisite, as is the ability and desire to work with the GM Sales & Marketing. You will need excellent communication skills, a confident nature, and ability to deal with conflicting priorities and a range of tasks.

You will support all aspects of marketing and sales, in particular; the design and production of print and online collateral, advertising and campaign management, agency and media relationships, developing and managing relevant strategic partnerships, and enhancing key relationships both internally and externally.

You will be required to regularly review channel performance, especially digital channels, and use your creative flair to make changes, add posts and blogs and communicate to the Snowplanet community using our CRM, Website and Facebook.

Excellent computer skills is a pre-requisite to this position; Word, Excel, and PowerPoint. Competency in the Adobe Creative Suite, in particular - InDesign - is essential; as well as WordPress Content Management Software.

Honouring Snowplanet's values is an essential requirement of all roles as we work with our customers:

- Passion for snow
- Friendly service with a difference
- Commitment to having fun together
- Listen and improve
- Desire to share the experience
- Providing a safe, clean and appealing environment

Key Result Areas:

Sales

Responsibilities

- Managing Snowplanet's CRM system and identifying opportunities for direct marketing to drive visitation and revenue,
- Regularly reviewing channel performance, especially digital channels to ensure maximum exposure, effective use, and a return on investment,
- Provide execution support to the GM Sales & Marketing as required to achieve sales targets.

Key Performance Objective

To ensure the effective utilisation of CRM and Digital channels to deliver sales and visitation.

Key Performance Indicators

- Online sales
- Revenue
- Channel reports
- Speed and efficiency

Administrative Support:

Responsibilities

- Provide administrative support as required to the Sales & Marketing Department. This will involve but not be limited to:
 - Compiling daily/weekly reports;
 - Preparing marketing material;
 - Updating necessary files as directed by the GM Sales & Marketing.
 - Assist with other administration when requested by the GM Sales & Marketing
- Source customer research information using Snowplanet's feedback system;
 - Report on customer feedback using Snowplanet's reporting forms;
 - Make management aware of any negative feedback that requires urgent attention.
- Add value to the quality of presentations and Snowplanet correspondence.

Key Performance Objectives

- To 'free up' the management team so that they can proactively achieve their respective responsibilities.

Key Performance Indicators

- Feedback from management team on accuracy, attitude, and timeliness of completion of tasks.
- Tasks are actioned in a professional manner and without fuss.
- Information is kept confidential.

Online Management

Responsibilities

- Manage key digital led initiatives and projects
- Ensure online content is relevant and up to date
- Identify and implement internet marketing programs; paid search, organic optimisation, blogs etc
- Use site metric tools to track site traffic, performance, and page views
- Manage Snowplanet's social media plan and maintain Snowplanet's social networking sites,
- Develop and implement regular customer communications; newsletters, promotions etc

Key Performance Objective

- Maximise the opportunity on the digital channel by identifying opportunities, enhancing performance, and ensuring content is relevant and timely.

Key Performance Indicators

- Website visitation

- Metrics across the various channels
- Social network responsive

Health & Safety

Snowplanet believes that no business objective will take priority over Health & Safety. As a senior staff it is your responsibility to support the Health & Safety Officer in H&S best practice. You do this by:

- Proactively identify hazards and unsafe behaviours, and take all steps to manage these to as low as reasonably practicable,
- Report and learn from incidents,
- Stop any job that you believe is unsafe or cannot be continued in a safe manner.

Reports to:

General Manager Sales & Marketing

Time Allocation:

Marketing & Sales	35%
CRM	15%
Online	25%
Administration	25%

Hours: 35

Full Time Position. Monday to Friday 9:30am till 5:00pm inclusive of a 30-minute unpaid lunch break.

From time to time you may be requested to change these hours to assist with events and promotions e.g. Santa. Where possible your weekly schedule will be adjusted to accommodate any change in hours. When a change in schedule is not possible, time off in lieu will be provided.

Salary:

Base Salary: \$54,600 per annum

Key Qualities:

- Well planned & organised
- Quick and consistent
- Team player
- Excellent communication
- Great computer skills
- Creative