



## Marketing and Events Coordinator

The Australian Institute of Training and Development (AITD) is a not-for-profit membership organisation which fosters excellence in individual and organisational learning. With a new Strategic Plan focussed on growth AITD is seeking a motivated Marketing and Events Coordinator to join our team in Sydney.

### About the Role

This role combines marketing, delegate sales, partner management and events coordination. With two major national events each year - the AITD National Conference and Awards Gala Dinner - the Marketing and Event Coordinator is responsible for managing event logistics, liaising with key stakeholders, and developing marketing campaigns to promote these events. The Marketing and Events Coordinator is also responsible for securing magazine advertising and sourcing delegates, partners and exhibitors for AITD events, including the annual conference, awards, and in-house courses.

### About You

To be successful in this role, you have a desire to coordinate events that meet delegate and partner expectations, run smoothly and meet the high standards expected of AITD events. You are self-motivated and results driven, keen to pick up the phone and talk with new clients to source new opportunities. You understand how to develop and manage leads, negotiate and facilitate contractual arrangements. You communicate well and are able to contribute to the overall work of AITD.

### Selection Criteria

#### Essential

- Minimum one year of experience in a marketing/events/sponsorship/sales role.
- Relationship management experience – from lead generation through to maturity.
- Experience in event and project management.
- Excellent communication, negotiation, influence and interpersonal skills.
- Self-motivated with the ability to work well under pressure, independently and flexibly.
- Results driven with demonstrated ability to meet and/or exceed set targets/KPIs.
- Advanced computer skills – particular competency with Microsoft Outlook, Word, and Excel.
- Knowledge of or the ability to quickly acquire knowledge of, the training, learning and development industry.

#### Desirable

- Experience in developing and implementing marketing campaigns across various channels.
- Experience in developing and implementing tiered sponsorship/advertising packages.
- Experience in a not-for-profit and/or membership based organisation.
- Understanding of the Australian Learning and Development/Human Resources industry
- Relevant tertiary qualifications.

### Residency Requirements

Applicants must have the right to work in Australia (Australian Citizenship or Permanent Residency).

### Remuneration

This is a permanent full-time position; subject to a six-month probationary period. A package in the range of \$55,000 - \$65,000 (salary + super) plus performance bonus will be negotiated with the successful candidate based on skills and experience.

### How to Apply

To apply for this role please submit a current resume and a brief covering letter describing how you meet the selection criteria and why this role is for you to [ceo@aitd.com.au](mailto:ceo@aitd.com.au). Applications must be received by 5pm on **30 June 2016**. For more information, including a position description, please visit the AITD website ([www.aitd.com.au](http://www.aitd.com.au)). If you have any questions about this role, please contact Elizabeth Robinson, CEO, on 02 9211 9414.

## Position Description

<b>Position Title</b>	<b>Marketing and Events Coordinator</b>
<b>Location and Hours:</b>	Full-time position based in Surry Hills, NSW
<b>This position reports to:</b>	Chief Executive Officer
<b>Key working relationships</b>	Sponsors/Exhibitors, Advertisers, Business Partners, AITD members and prospective members, event delegates, AITD staff, Board Directors, Divisional Council Members
<p><b>Position Objective:</b></p> <p>The Marketing and Event Coordinator is responsible for managing event logistics, liaising with key stakeholders, and developing marketing campaigns to promote AITD Membership, events and activities. The Marketing and Events Coordinator is also responsible for securing magazine advertising and sourcing delegates, partners and exhibitors for AITD events, including the annual conference, awards, and in-house courses.</p>	
<p><b>Main Responsibilities</b></p> <ol style="list-style-type: none"> <li>1. Generate leads to actively source and secure new delegates, sponsors, exhibitors, advertisers and partners.</li> <li>2. Secure required events revenue by developing and maintaining effective relationships with all sponsors, exhibitors, advertisers and partners.</li> <li>3. Secure advertising for <i>Training and Development</i> magazine, e-newsletters, online and other advertising channels.</li> <li>4. Develop and implement marketing campaigns to support AITD membership, local events, awards, and public and in-house courses.</li> <li>5. Develop marketing materials and copy for AITD's communications including social media channels.</li> <li>6. Ensure all aspects of the sponsorship programs for the AITD National Conference and Excellence Awards are delivered professionally, efficiently and in accordance with sponsorship agreements.</li> <li>7. Coordinate the logistics for all aspects of the annual AITD Awards Gala Dinner and AITD National Conference and other sponsored events.</li> <li>8. Prepare reports, partnership agreements, advertising kits and other documentation.</li> <li>9. Undertake a variety of general office duties to assist other staff and to contribute to the overall administrative functions of AITD.</li> <li>10. Perform other duties as directed by the CEO.</li> </ol>	