

1 Position Identification

POSITION TITLE	Eastern Hemisphere Market Manager
CLASSIFICATION	Level 6
POSITION NUMBER	TWA20022
DIVISION	Industry, Aviation and Markets
BRANCH	Eastern Hemisphere Markets
NUMBER OF DIRECT REPORTS	Nil
REPORTS TO	Senior Manager Eastern Hemisphere Markets, TWA20021, Level 7

2 Corporate Context

The Department of Jobs, Tourism, Science and Innovation is Western Australia's lead agency for economic development, international trade and investment, and tourism. For further information, please visit our website at www.jtsi.wa.gov.au.

Organisational Context

Tourism WA is a State Government statutory authority and part of the broader economic development portfolio of Jobs, Tourism, Science and Innovation.

Tourism WA is responsible for promoting Western Australia as a holiday destination. Its focus is on marketing the State; developing, attracting and promoting major sporting, cultural and business events; and supporting the development of significant tourism infrastructure and projects.

Operational Context

The Industry, Aviation and Markets Division seeks to drive leisure visitation, spend and dispersal in the domestic and international markets by working closely with tourism operators, tourism trade, airlines and other stakeholders to develop partnership initiatives, commercial agreements and campaigns. The Division is the custodian of trade and industry partnerships, the Experience Framework and Familiarisations. The Division encompasses the WA Partnerships and Industry, Domestic, Eastern and Western Hemisphere Markets and Aviation Development and Policy teams.

Team Vision

To embody the spirit of adventure by working together to deliver brave and bold marketing and partnership campaigns.

3 Purpose of Position

- 3.1 In conjunction with in country teams, manage the prioritisation of Eastern Hemisphere markets and the identification, negotiation, implementation and performance evaluation of partnerships with trade and innovative brands outside of tourism.
- 3.2 Manage the development of relationships and commercial alliances with airlines, tourism trade, Western Australian tourism businesses, Tourism Australia, in-market media and distribution partners, and innovative brands.
- 3.3 Manage the identification of product and experience needs in the Eastern Hemisphere markets and, working with partners, identify potential gaps in the market or industry capability/capacity and make recommendations to the WA Partnerships and Industry team to drive visitation and yield.

The role has a particular focus on marketing priorities and programs targeted at visitor markets in the Eastern Hemisphere (including Indonesia, Malaysia, Hong Kong, India, Singapore, China) and it works closely with Tourism WA's staff based in these markets.

Note: the specified markets for which this role is responsible may alter to meet operational and business requirements.

4 Job Responsibilities

4.1 Marketing and Partnerships Strategy

- In conjunction with the Senior Manager Eastern Hemisphere Markets, Tourism WA key internal stakeholders and in-country teams, develop the marketing and conversion strategy for each market.
- Manage the marketing and conversion activity for each market including end of activity evaluation and reporting in conjunction with the in country teams.
- Work with team members from Brand and Marketing, Content and Digital Platforms and Insights and Planning to help plan and execute other elements of the marketing strategy.
- Contribute to the development and presentation of market plans and strategies.
- Ensure support is available to specified in-market resources for marketing activities undertaken in identified markets.
- Be the prime liaison point for internal and external stakeholders from the specified markets.
- Manage Tourism WA's Aussie Specialist Program's presence and results in the Eastern Hemisphere markets.

4.2 Industry Liaison and Activation

- Create industry partnerships and share market intelligence to maximise participation in, and effectiveness of, activities which promote Western Australian product.
- Provide market intelligence and advice to tourism operators wanting to market their products in the international markets and make operators aware of opportunities to participate in Tourism WA campaigns.
- Act as an intermediary between local industry operators and Tourism WA's marketing resources in the specified markets.
- Work with in-market contractors/staff to develop and maintain commercial and strategic relationships with key operators, suppliers, airlines and Regional Tourism Organisations.
- Work with in-market contractors/staff to collaborate with relevant Inbound Tour Operators to encourage the effective promotion of Western Australian product.
- Identify product needs of relevant markets and provide such information to the West Australian industry.

- Work with in partnership with complementary industries (such as Business events, international education, trade and investment) on initiatives to drive visitation to Western Australia.

4.3 Project and Contract Management

- Manage project and contract management activities including budget for major projects in line with the organisations processes and practices.
- Evaluate and report on project results, processes, assess risks and financial outcomes.
- Manage the development and compilation of contract documentation.
- Manage contracts for the preparation of project designs, reports and estimates.
- Manage projects within corporate funding allocations and to meet agreed timeframes.
- Identify opportunities for continuous improvement and project and contract management capabilities.

4.4 Performance Reporting and Evaluation

- Develop and refine metrics to evaluate the contribution of partnerships and report on the outputs and performance of the Tourism WA trade, cooperative and innovative partnerships in the eastern hemisphere market, including the achievement of key performance indicators (KPIs) (financial and non-financial performance targets).
- Input into the Performance Report making recommendations for future efforts and improvements.
- Manage reporting and briefing requirements for the Board of Commissioners, Minister and the business.

4.5 Other Duties

- Represent Tourism WA on committees, forums and trade events.
- Other duties as directed.

5 Corporate Responsibilities

- 5.1 Demonstrate effective leadership and integrity by complying with the Department's Code of Conduct and all policies and procedures.

6 Job Requirements

Essential

- 6.1 Considerable international strategic marketing experience, including proven results in delivering successful consumer and trade marketing and conversion programs.
- 6.2 Considerable experience in identifying and delivering strategic market priorities, utilising resources and displaying effective delegation of projects to maximise the achievement of business objectives.
- 6.3 Considerable experience in building and sustaining collaborative relationships with a broad range of internal and external stakeholders and uses networks to facilitate broad support, locally and overseas.

Desirable

- 6.4 Sound understanding of the current trends and issues in the tourism industry.
- 6.5 Experience in working in Eastern Hemisphere markets.

6.6 Ability to understand and converse in an Asian language.

7 Capabilities

7.1 Shapes and Manages Strategy

- Undertake complex analytical and research work with an understanding of strategic objectives.

7.2 Achieves Results

- Undertake project and contract management and demonstrates success in delivering on project objectives, across a number of concurrent projects. Leads projects and programs.

7.3 Builds Productive Relationships

- Builds and sustains collaborative relationships with a broad range of internal and external stakeholders and uses networks to facilitate broad support.

7.4 Exemplifies Personal Integrity and Self Awareness

- Takes responsibility for actions and decisions, and consistently delivers to a high standard.

7.5 Communicates and Influences Effectively

- Articulate core issues and presents these in a clear, concise and articulate manner in writing and orally.

8 Appointment Details

LOCATION	Perth CBD
INDUSTRIAL AGREEMENT AWARD	Public Sector CSA Agreement 2019 Public Service Award 1992
SPECIAL CONDITIONS	Preparedness to undertake travel. Ability to work outside normal business hours on a frequent basis.
ALLOWANCES	Nil
ACCOMMODATION	Not applicable
SPECIALISED EQUIPMENT OPERATED	Not applicable (Note: Unless otherwise stated in the Job Description Form, all positions require the occupant to be able to use a personal computer and have a working knowledge of Microsoft Office software: Word, Excel, PowerPoint and Outlook).
EFFECTIVE DATE	2 March 2021

END OF DOCUMENT