

Business Development and Partnership Marketing Manager, Germany/France



- Opportunity to work for Destination NSW
- Frankfurt, Germany | Fixed Term Contract (Full time)
- Proof of eligibility to reside and work within Germany required



About the Organisation:

Destination NSW is a Public Service Executive agency with responsibility for developing and implementing strategies to grow the visitor economy. Our particular focus is on driving tourism and acquiring and developing major sporting and cultural events for Sydney and Regional NSW. In addition, Destination NSW is the major investor in Business Events Sydney with the aim to secure more international conventions, incentive travel reward programs, corporate events and exhibitions for Sydney and Regional NSW.

About the Role:

In consultation with the Regional Manager UK & Europe, the Business Development and Partnership Marketing Manager, Germany/France is responsible for developing and implementing trade marketing and business development plans to contribute to increasing overnight visitation and expenditure to NSW from Germany. This Frankfurt based position focuses on the German market; however, will also be required to work on trade engagement and training via Tourism Australia's Aussie Specialist Program in France. The position focuses on developing opportunities for NSW through relationships with key travel trade partners including wholesalers, retailers, airlines, online agents as well as non-traditional partners as well as with Tourism Australia and other State Tourism Offices. A main feature of the role is close cooperation with in-market industry operators, with the aim of increasing opportunities to brochure NSW products, and gain increased promotion, distribution and sales of appropriate NSW tourism products.

The Successful Applicant will have:

- Demonstrated experience in the tourism/travel industry in Germany and France including a sound knowledge of the structure and operation of the industry.
- Significant experience in formulating trade and business development plans, with proven results through the travel trade.
- Proven track record in developing partnership marketing programs that deliver successful returns for all participants.
- An existing network of contacts within the Germany and France travel trade and the distribution network.
- Thorough understanding of the Germany and France markets and culture.
- Ability to undertake domestic and international travel as required.
- High level written and oral English, German and French are required for the preparation and delivery of business plans and reports and for the extensive liaison and networking necessary.
- Knowledge of Sydney and NSW tourism destinations and products is desirable.

Applying for the Role:

Applicants should respond to the following two questions in a covering letter [maximum two pages] as well as supply an updated copy of their resume [maximum five pages] with relevant skills and experience and identifying how these relate to the capabilities of the role. Applications and/or questions to be sent via email to: admin.uk@dsw.com.au

1. Outline your experience in developing and implementing strategic trade and business development plans and how you monitor and evaluate to inform future planning.
2. Provide an example of a partnership marketing campaign you have developed with an airline and/or a major travel trade partner including the objectives, investment and outcomes.

Closing Date: 4 February 2018

Applications and enquiries: via email to admin.uk@dsw.com.au