

Position Classification: Functional/Department Management

Responsible for: Actively seeking and securing new business, conferences, weddings and corporate functions and events

Ensuring profitability of all group functions and events

Leadership/Business influence: Working independently and proficiently to a point where they may be directly supervising and delegating tasks to others

Reports to: Administration Manager

Internal contacts - Site Managers, Cellar Door Manager, Restaurant Manager, Head Chef, Restaurant and Cellar Door Supervisors, Hospitality Attendants, Winemakers, Stock Controller, Marketing Department

External contacts - Internal/External Customers, Suppliers.

Main Functions and Activities

Business Development/Site Marketing

- Develop and implement strategies for procurement of new business (weddings, conferences, cellar club etc)
- Develop and implement online marketing campaigns including advertising
- Oversee all aspects of digital marketing including SEO, SEM, social media, email marketing
 - Create content for website, Instagram, Facebook, TikTok etc
 - Reply to reviews via Google, Sevenrooms, emails & social media
 - Publish (with permission) 5 star reviews on our website
- Contribute to the development and growth of relationships with customer base and target repeat business
- Plan & execute promotional campaigns (Event days, wine sales) & manage budget/ROI
- Work with industry groups like YVWGA, Yarra Ranges Tourism to attract business and ensure there is alignment between marketing initiatives and company goals.
- Participate in tourism related activities. (tourism shows, famils, offsite events etc.)
- Coordinate Annual schedule of activities

- Create and update onsite marketing collateral
- Ensure all websites/listings are up-to date including De Bortoli, Red Balloon Listings, Google, Trip Advisor, Visit Victoria, Yarra Ranges Tourism, Accommodation Partners

Measures - Meet financial targets, Budget sales and guest number, meet profitability targets

Events / Weddings & Packages

- Communicate with all parties, ensuring everyone is clear on expectations.
- Ensure all staff are briefed on upcoming events weekly
- Manage event activities within established budgets and conduct financial reviews post event
- Maintain event stock inventory levels and order stock as required through Stock Controller
- Manage and host events to ensure expectations are achieved
- Respond to all major event and function enquiries/concerns in a timely manner
- Liaise with relevant managers to ensure that packages on offer are up to date
- Conduct cost analysis regularly to ensure package KPI's are met
- Ensure all function/event information packs are current for potential customers

Measures - Customer satisfaction/feedback positive and function successfully completed. Financial targets achieved. All information is accurate and reviewed regularly. Business unit profitability is met and maintained .

Management and Teamwork

- Provide leadership and direction and ensure continuous flow of communication within the team leading up to and including hosting events
- Participate in team development initiatives and activities

Measures - Staff issues and concerns are promptly and effectively addressed.

System review and improvement

- Develop new and maintain existing workplace procedures, processes and documentation
- Identify opportunities to improve the overall event administration function
- Implement improved practices and processes relating to the events and functions

Measures - Procedures for key functions systematised and documented. System improvements implemented and resulting in improvement in administration functions. Feedback on improvements to systems and processes sought from team members.

Hospitality and Wine Tourism Support

- Provide support to Admin, Restaurant and Cellar Door as required

- Available to work at De Bortoli events as required including weekends and public holidays

WH&S

- Ensure compliance with all WH&S policies and procedures
- Instruct staff in safe work practices and enforce safety rules
- Conduct monthly workplace safety audits within work area
- Investigate accident/injury/near misses and complete reporting requirements

Measures - Compliance with company policies and procedures. Employee safety inductions completed on time. Incidents reported and investigated in accordance with company procedure. Audits and documents completed on a systematic basis.

Essential Capabilities and Experience

- 2+ years of experience in digital marketing
- Strong analytical skills; ability to use data to inform decision making
- Creativity and experience with graphic design
- High level attention to detail and time management
- Excellent computer, oral and written communication skills
- High level of guest service experience in different environments ie. wedding, social & corporate
- Highly self motivated and enthusiastic
- Administrative, managerial and problem solving skills
- Experience in coordinating and supporting a team
- A genuine interest in wine and food

Desirable Capabilities and Experience

- Product and market knowledge within the wine industry
- Knowledge of Direct-to-Consumer models and campaigns
- Relevant Hospitality, Tourism & Event Management experience
- Completion of WSET (preferably level 2 or 3)

Incumbent Name: _____

Signature: _____

Date: _____

Managers Name: _____

Signature: _____

Date: _____