

## Position Description: Cairns Museum Sales and Marketing Manager (P/T)

**Position closes: 5pm, Sun 11<sup>th</sup> Nov 2018**

### Background

The Cairns Museum is now in its second year of operations in the Cairns School of Arts building, right in the heart of the CBD. Both the Museum and the School of Arts were renovated by Cairns Regional Council as part of Council's CBD revitalisation project. The Museum is owned and operated by the Cairns Historical Society (the Society), with financial support from Cairns Regional Council. The Society is a volunteer managed, NFP organisation established in 1958, with a brief to collect, conserve and interpret the history of Far North Queensland.

The Museum has achieved a remarkable profile and reputation in its first 15 months of operations, exceeding visitation and revenue targets. The challenge now is to maintain our reputation and to integrate the Museum experience into Cairns' extensive tourism offering in order to grow visitation.

### The Role

The CHS Marketing Manager has the experience, contacts and sales skills to implement a marketing plan for the Cairns Museum. You will need to be able to activate your existing networks, identify and connect with new markets, and be media savvy.

The role requires strong tourism marketing and sales background, a current knowledge of the Cairns market and expertise in traditional and new media platforms. There is a strong communications element to the role so experience in PR and writing would be valuable.

The Society has a modest advertising budget, so the marketing Manager needs to be a strategic thinker and an energetic salesperson willing to knock on doors where necessary.

The role does not come with staff or an associated team. The role is supported by Society volunteers, Management Committee, Museum Manager and Operations Manager but we require someone who can initiate, plan and implement action in their own right.

### Strategic Priorities

Marketing and Sales is a target driven, outward facing role that supports two of the Society's strategic pillars – Build and Connect. We have identified 4 priorities for this role, in order:

1. Domestic & Inbound markets – build visitation, engagement and connection with tourists in Cairns
2. Local market – build visitation, engagement and connection. Locals visit but also refer.
3. Comms – connect across all platforms
4. Education Market – connect and engage with our Edutourism sector.



## Tasks

1. Review, revise and implement the Cairns Museum marketing strategy to increase visitation and maintain a high profile as a CBD attraction. The strategy should encompass all media and PR and position the Museum as a contemporary, local attraction.
2. Identify new tourism products and business opportunities based on the Cairns Museum and/or the Cairns Historical Society, develop and sell these into target markets.
3. Monitor the Museum's brochure distributor to ensure the Museum maintains a strong presence within the local tourism industry at the local tour desk level, and that feedback from the tour desks informs Museum marketing and sales
4. Follow up all enquiries and leads and implement promotions, including famils
5. Promote and extend the Walking Tour in targeted Cruise markets and as a bookable local offering.
6. Set rates and maintain a strong presence within the local tourism industry.
7. Manage the writing, editing and production of collateral required to support the marketing and sales strategy.
8. Lead the promotion of the Museum and the Cairns Historical Society across all media, including social media.  
  
(where possible)
9. Assist with the planning and delivery of Museum functions and events
10. Identify new patron partners for the Museum

## Reports to

The Sales and Marketing Manager reports to the CHS Museum Manager. Both positions are answerable to the Society's elected Management Committee. The Sales and Marketing Manager may be required to attend Management Committee meetings.

## Terms

This is a part-time role, contracted for 2 days per week. There is a desire to increase this role in the 2019-20 FY, based on performance.

## Remuneration

Payment will be commensurate with skills and experience but will not exceed \$26,000 including super. The Society may consider a contract arrangement.

