



Marketing & Event Manager

Sorrento on the Mornington Peninsula is one of Victoria's premier tourist destinations, just a 90-minute drive from Melbourne.

The Sorrento Chamber of Commerce is seeking a suitably qualified part time Marketing and Event Manager to help create and manage the event & promotional activity for Sorrento Village.

The position is responsible for creating and implementing marketing, advertising, events, and promotional campaigns to grow and encourage business within Sorrento Village, as well as engagement with all stakeholders across Mornington Peninsula Shire, tourism organisations and local community groups and businesses.

The role would suit an event marketing and communications specialist, with experience in budgeting, grant writing, end-to-end event management, sponsorship, customer service and governance. The position is highly autonomous and experience reporting and working with a committee would be advantageous.

The successful applicant can work from home, however regular meetings, and face to face visits with members would be required in Sorrento.

Hours: 16 hours per week (flexible hours- occasional weekend work required during events)

Remuneration: Contractor \$60.00 per hour Plus GST. Applicant must have ABN. All insurances and Superannuation are the responsibility of contractor.

Background - The Sorrento Chamber of Commerce Purpose:

Initiate, coordinate and manage a range of marketing, promotion, advertising, and business development activities for the benefit of trade, commerce, and industry in the Sorrento area.

Engage with local traders, business owners and operators to represent their interests and assist them to achieve a collective benefit.

Develop positive relationships with key stakeholders who currently, or potentially, have impact and influence in relation to the role and function of the Chamber. This includes the Mornington Peninsula Shire Council, State and Federal governments.

Promote the profile of the Sorrento area as an attractive and viable place to live, work and invest.

Engage in or assist in such other activities which the Chamber may deem appropriate for the encouragement of trade and commerce, or the assistance of members of the Chamber.

Key Skills

Self-motivated and able to work independently, with superior verbal and written interpersonal communication skills and ability to motivate, facilitate and gain cooperation of internal and external stakeholders

Excellent event and project management skills, attention to detail, report writing ability and high level of organisation

Strong administration and budget management skills.

Knowledge and understanding of local and national retail trends and understanding of the economic, political, physical, and social issues relating to strip shopping centres.

Experience and/or qualifications in a relevant field such as marketing, retail, advertising, small business, public relations.

Website and social media design and management.

Ability to prioritise tasks and coordinate a range of activities at one time.

Commitment to consultation processes.

Ability to communicate effectively with a wide variety of people from diverse business and groups.

Strong computer skills.

Key Responsibilities and Duties:

Create an atmosphere within the Sorrento Township which is conducive to achieving the objectives of the member's special rate scheme, as well as the wider general wellbeing of the township.

Establish a collective and professional approach to marketing and business development of Sorrento, a place for all seasons.

Develop productive, positive, and cooperative relationships with the Sorrento Village that maximises their input whilst also recognising the priority they must assign to their own businesses.

Attract patronage to the shopping strip from the local and surrounding area, as well as tourists from intra state, interstate and internationally.

Provide a range of opportunities to businesses within the precinct for participation and feedback in a range of activities and initiatives.

The twelve-month marketing plan (calendar of events) which outlines marketing, promotion, advertising strategies, business development programs and initiatives.

Develop and implement approved promotional events, public relations activities, advertising, and programs to promote Sorrento in line with the marketing plan.

Coordinate the development of branding that reflects Sorrento's identity that will improve the profile and appeal of the area.

Communication

Maintain positive relationships and regular contact with all businesses within the centre via face-to-face visits, allocating one day per month to personally visit all businesses in township.

Send out email updates weekly informing all members of upcoming events, opportunities, and plans.

Organise networking events for traders.

Conduct surveys with customers and traders to assist with the development of marketing plans.

Develop and maintain a current database of all traders and members. Maintain the Sorrento Village website, Facebook, and Instagram pages.

Maintain communications with key stakeholders including Mornington Peninsula Shire, state government departments, Mainstreet Australia and other relevant local groups/bodies.

Prepare and submit press releases to media to gain positive and appropriate shopping strip and event recognition.

Liaise as required with local community groups, schools, police, regarding matters related to the Sorrento traders and events.

Strategic Planning

Advise on, and where appropriate seek additional funds, in kind services and products through sponsorship, government grants and other means to contribute to the budget and activities of the Sorrento Village.

Monitor *Mainstreet* development trends and directions via liaison with other *Mainstreet* coordinators and Mainstreet Australia.

Administration duties

Provide administrative support to Sorrento Chamber of Commerce, including attending, promoting, and coordinating monthly meetings and annual general meetings.

Maintain all files and prepare reports as required for Sorrento Chamber of Commerce.

Act as minutes secretary, including development of meeting agendas and management of correspondence.

All applications should be addressed to:

Marco Di Pietrantonio-President

Itali.Co Sorrento 0411 300 999 marco@italicosorrento.com

Required:

**Cover letter addressing your experience, the role and what you can bring to it. Resume.
And two references.**

Closes: 20 March 5.00pm