Job Description - Marketing/Promotions Manager

Function

Manage Coastal Business Centre Inc's marketing programs, functions and all external and internal organisation communications to develop our brand as a centre of business assistance.

About Coastal Business Centre Inc

Coastal Business Centre Incorporated (CBC) is one of Western Australia's longest running small business development centres, providing business development services to small and start-up businesses since 1988. CBC is a not for profit, community based incorporated association operating in Fremantle, Western Australia whose objective is to provide business development assistance to people starting in small business and to existing small and micro business owners. It has a board of management made up of representatives from key community and stakeholder organisations.

CBC achieves its objectives by providing a suite of services, including one to one business counselling and mentoring, specialised training workshops and seminars, opportunities for small businesses to network together and in providing office space to start-up small business owners in a business incubator. CBC has also recently been awarded a contract by the Commonwealth Government to provide the New Enterprise Incentive Scheme (NEIS) to unemployed people wishing to start their own small business.

Coastal Business Centre has developed a range of specialist services, including programs to assist home based businesses, business wanting to export, providing assistance to people starting businesses over the age of 50, providing business coaching to early growth businesses and assisting academic institutions such as the University of Western Australia and Curtin University of Technology to conduct research into the needs of small businesses in Western Australia and the effectiveness of business development programs.

The business incubator operated by CBC is one of the most successful in Australia. It has had over 100 graduates in 10 years of operation and has created some 500 jobs. The incubator program continues to innovate and assist tenants in commercialisation and development of businesses.

Skills/Qualifications

- Tertiary qualifications in marketing/public relations, additional studies in business management desirable
- Demonstrated knowledge and experience of relationship marketing, functions management and media relations
- Demonstrated high level interpersonal skills including the ability to build relationships internally and externally
• Outstanding written and oral communication skills enabling formulation of marketing/pr campaigns, media releases and public speaking

• Demonstrated ability to effectively manage multiple activities

• Demonstrated knowledge and experience with word processing, spreadsheet, database, email and internet software programs

• A C Class drivers license and a suitable vehicle for travel across the Perth metropolitan region

### KEY TASKS

<table>
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<tr>
<th>DEVELOPING A CONTACT/COMMUNICATIONS PLAN FOR KEY REFERRAL SOURCES FOR THE PROGRAMS OFFERED BY COASTAL BUSINESS CENTRE INC</th>
<th>PERFORMANCE INDICATOR</th>
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<tbody>
<tr>
<td>Maintain and develop Coastal Business Centre's brand image and reputation, both internal and external communications</td>
<td>Improved stakeholder relationships, website current, editorial in local newspapers</td>
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<tr>
<td>Promote Coastal Business Centre Inc New Enterprise Incentive Scheme program to sources of potential clients, including Job Network Members</td>
<td>NEIS targets of 96 participants met every six months, DEWR offers additional places</td>
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<tr>
<td>Organise and promote functions and training seminars to current and potential clients of Coastal Business Centre Inc</td>
<td>At least 5 networking sessions organised per annum, at least one training seminar organised and promoted each month with at least 12 participants attending</td>
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### Supplementary Tasks:

- Deliver NEIS information session once per week
- This position may require early morning and evening work

### Position Relationships

- Reports to the Executive Officer
- Supported by the Office Administrator and Receptionist
- Speaks with everyone in the organisation including our stakeholders, contractors and customers
- Works closely with NEIS Training provider to ensure client targets are met and NEIS customer service standards are exceeded

### Duration of the Position
The employment contract for the position will be for six months probationary period before being appointed to the position.

After the first year, the position will be subject to annual renewal, dependant on the ongoing performance of the employee based on satisfactorily meeting key performance measures.

**Remuneration**

The salary range will be negotiated commensurate with skills and experience. An allowance for vehicle expenses will also be provided.

Employer superannuation will be paid at the statutory rate of 9%. All other normal statutory benefits will apply.

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**Contact:**

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