



MARKETING & SALES EXECUTIVE Position Profile



Phillip Island Grand Prix Circuit

The Phillip Island Grand Prix Circuit is home to some of the world's leading motorsport series including the Australian Motorcycle Grand Prix (organised by the Australian Grand Prix Corporation) and the Superbike World Championship (organised by PISBK).

The circuit is privately hired throughout the year hosting activities including drive/ride days, vehicle testing, club sprints, media launches and public racing events.

The Phillip Island Grand Prix Circuit Visitor Centre & Go Karts is managed in house, with other tourism activities including Guided Circuit Tours, History of Motorsport Display, Slot Cars and Race Simulators.

PURPOSE OF POSITION

PIGPC are seeking a highly motivated individual with exceptional marketing, creative, sales, commercial, and relationship management skills to fill the role of Marketing and Sales Executive.

Reporting to the Commercial Manager, this role will have the primary responsibility for developing and implementing sales and marketing strategies across our events, go karts and tourism products.

You will be responsible for making key decisions about value for money in our marketing activities, ensuring that we meet our revenue targets and deliver customer satisfaction.

KEY RESPONSIBILITIES

- Work closely with the Tourism Manager to develop strategic promotions that are engaging, attractive and cost effective so that the spend delivers a positive profit outcome;
- Preparation and execution of the World Superbikes business plan, marketing, benefits delivery and post event reporting, ensuring our contractual obligations are delivered and we achieve incremental increases in profit;
- Planning and delivery of World Superbike event ticketing, corporate sales, merchandise and trade expo programs;
- Support the Commercial Manager with the development of sponsorship opportunities for World Superbikes to attract new sponsorship partners to the event; and
- Coordinate and manage all content across websites, online media, digital, print, EDM's, radio and social media advertising, investing in opportunities that maximise profits.

Key Objectives	
Marketing & Digital	<ul style="list-style-type: none"> • Planning and implementation of all marketing actions within agreed budgets and guidelines. • Content and database management, analysis of marketing data and reports, keeping track of industry trends. • Identify cooperative promotional opportunities with surrounding businesses and agencies. • Work closely with Public Relations company on event promotion and activities to ensure that we are receiving benefit and customer engagement from the investment. • Manage the venues creative, graphic design and branding concepts for all marketing activity, venue signage and merchandise. • Photography: Build a content library by capturing creative content & imagery from circuit hire, events, visitors centre & go karts, catering and functions.
Sales & Sponsorship	<ul style="list-style-type: none"> • Perform sales duties, providing sales support across our events, corporate hospitality offering and tourism products. • Assist with sponsorship opportunities, design of sponsorship packages and delivery of sponsorship benefits. • Identify opportunities for additional revenue streams at the Visitors Centre & Go Kart operations. • Monitor sales reports and customer demographics, identifying areas to increase sales and attendance targets. • Engage trade exhibitors for identified events, assisting with onsite coordination and documentation.
Stakeholder Management	<ul style="list-style-type: none"> • Maintain positive relationships with internal and external stakeholders, working effectively to achieve common goals. • Promote excellent customer service, support and accurate information. • Systematic identification, analysis and planning of actions to communicate with, negotiate with and influence stakeholders.

Education & Experience	
Education	<ul style="list-style-type: none"> • Bachelor's degree in business-related field
Experience	<ul style="list-style-type: none"> • Advanced Computer Skills, including MS Office suite, Adobe, Indesign • Minimum 5 years' experience in a marketing and or sales/marketing role • Ability to work in a sales environment and cold call • Ability to forecast, prepare budgets and reports • Experienced in managing, and negotiating with external stakeholders • Managing graphic design agents, video editing and image preparation • A sound understanding of digital marketing • Ability to multi-task and manage multiple projects • Ability to interpret customer data and marketing analytics • High attention to detail and strong organizational skills • Website content management and social media advertising • Industry experience in event management and or event planning • High level content writing skills and creative • Managing EDM platforms • Ability to identify inefficiencies, improve processes and minimize waste

Organisational Structure

