



Position Description

Convention Services Coordinator

Position Objective

The Convention Services Coordinator maintains an ongoing relationship with local hosts and clients once business events (conventions, conferences, exhibitions etc.) have been won and confirmed for Western Australia.

This role is also responsible for providing information on Perth Convention Bureau's (PCB) suite of convention services, post event follow-up, working with database programs, collecting materialisation figures and producing reports for auditing, sourcing case study/PR leads, providing reception support and project work as required.

Reporting Relationships

The Convention Services Coordinator reports to the Director of Marketing.

Main Responsibilities

- Liaise with local host and/or client following confirmation of the business event for Western Australia via written correspondence and follow-up phone calls, recording outcomes on the database.
- Contact local hosts on a regular basis (usually six monthly) to update them on the convention services that the Bureau can provide, to collect and record data such as venue or Professional Conference Organiser (PCO) confirmation, and change of contact person.
- From the database, identify and contact local hosts three months and one month prior to event to ascertain PR/case study opportunities and to gather feedback regarding expected delegate attendance.
- Communicate PR and case study opportunities to PCB's Marketing Department as they arise.
- Develop future business opportunities as received from local hosts.

- Maintain accurate client and event data on the iDSS database and in client files.
- Follow up with the client after their event to collect materialization figures and collate these into a report for external auditing.
- Provide convention services in a timely and professional manner as required. This will include providing access to marketing tools such as promotional material and display stands; planning support via PCB's referral desk, PR tools and delegate welcome tools.
- Providing and collating details for International Congress & Convention Association (ICCA) rankings.
- Manage the Events Calendar by thorough recording of event information and conducting regular information gathering campaigns.
- Assist Marketing Department team members with the production of delegate boosting material, reports and information as required.
- Assist with other associated marketing duties as required.
- Provide back up support for the Business Development Co-ordinator as required.
- Provide relief/support for receptionist services by answering telephones, greeting and assisting visitors, directing calls and responding to enquiries.
- Develop and maintain a strong understanding of PCB services

Personal Attributes

Skills:

- Well developed written, communication and interpersonal skills and ability to establish professional relationships with all clients and members.
- Computer literacy with proficiency in Microsoft Office applications and database programs.
- Sound experience using Microsoft Excel spreadsheets in the working environment.
- Excellent organisational and time management skills and a keen attention to detail, including proven record keeping ability.

- Ability to effectively communicate at varying levels of seniority.
- Professional telephone manner.
- Ability to work and contribute to a dynamic team environment.

Knowledge:

- Experience in a customer service, sales, communications or marketing environment.
- Experience in the Tourism or Hospitality industry would be an advantage.

Qualifications:

- TEE or equivalent essential.
- Relevant tertiary qualifications desirable.