



POSITION DESCRIPTION

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| Position: | Wine Tasmania Marketing Officer |
| Award Classification: | 0.8-1.0 FTE (flexible & to be negotiated) |
| Remuneration: | \$72,000 pro rata plus statutory superannuation |
| Position Term: | Fixed term to 30 June 2022 |
| Reports To: | Wine Tasmania CEO |
| Location: | Hobart |

Introduction

This is a rare opportunity to be part of the exciting and dynamic Tasmanian wine sector and state-wide activities to promote the island's talented wine producers. The Tasmanian wine sector is making waves around the world, rightly recognised for the premium quality and value of its wines, crafted by this unique island and our producers.

Wine Tasmania

Wine Tasmania (www.winetasmania.com.au) is the peak, non-profit body representing the island's wine producers, supported by voluntary membership. Overseen by a seven-member Board and with a current team of three people, its key role is to promote Tasmania's wine, its producers, growers and makers, and to offer professional support and representation of their interests.

Position Objective:

- To grow the Tasmanian wine sector's profile, reputation, value and audience, to encourage targeted audiences to preference Tasmanian wine and to visit the island's cellar doors, with a focus on benefiting Wine Tasmania's members.

Key Responsibilities:

- Participate in the delivery of activities outlined in Wine Tasmania's Marketing Plan
- Develop new marketing activities, aligned to the Marketing Plan and Tasmanian Wine Brand
- Identify opportunities to encourage trade support of Tasmanian wine, including delivery of the Tasmanian Wine List of the Year Award, trade visitation programs and events - local and interstate
- Delivery of events, including wine tastings, promotional and educative sessions
- Prepare content for marketing material, including the Wine Tasmania website
- Build relationships and engage with Wine Tasmania's members to inform and support their marketing activities
- Participate and support public relations activities and social media campaigns
- Promote and support expansion of wine tourism experiences and offerings

- Support promotion of Wine Tasmania's VinØ (vin zero) sustainability program, in partnership with program manager
- Research and maintain knowledge of key consumer insights and trends
- Assist with Wine Tasmania events and workshops
- Develop and build relationships with key stakeholders, including Tourism Tasmania, the Department of State Growth, regional tourism, food and beverage organisations
- Provide input to Wine Tasmania's monthly e-newsletter
- Prepare updates and reports for the Wine Tasmania Board
- Undertake other duties as directed by the CEO of Wine Tasmania
- Some intrastate and interstate travel may be required

Required Qualifications and Skills:

Essential:

- Proven experience in marketing and / or communication, preferably in wine or luxury products
- Good wine knowledge
- Excellent communication skills - written and verbal
- Professional presentation and public speaking skills
- Sound project management skills including the ability to manage time and resources to meet tight deadlines
- Events management / execution experience
- Self-motivated and driven
- High level of organisation and attention to detail
- Thorough understanding of social media and web analytics
- Ability to solve problems
- Creativity
- Computer proficiency
- Full Australian Driver's Licence

Desirable:

- Tertiary qualification in marketing or related discipline
- Knowledge of wine markets, particularly domestic / Australian wine market
- Existing professional relationships with key stakeholders (eg Tourism Tasmania, wine producers, tourism, food, beverage operators or organisations)
- Financial and budgeting knowledge and experience
- Research and analytical skills
- Responsible Service of Alcohol (RSA) accreditation

To Apply:

Applications close on Friday 16 April 2021. Applications addressing requirements listed above can be sent to Sheralee Davies, CEO sdavies@winetasmania.net.au.