

Role: National Marketing Manager – Intrepid Retail

Location: Melbourne (possibly Brisbane)

Status: Full Time

Duration: 12 month contract with potential to extend

Purpose:

The National Marketing Manager – Intrepid Retail is accountable for:

- Strategic Marketing Planning for Intrepid Retail .
- Leading the development of products that optimize Intrepid Retail value proposition and customer segment satisfaction.
- Managing the marketing direction and functionality of the *Myadventurestore.com* Web site and online publications.
- Understanding the market and setting strategies from this information, and
- Mentoring and developing the Intrepid Retail marketing team

Key activities:

- *Annual Marketing Plan and Individual Performance*

Produce and implement an annual marketing plan that provides the focus, direction and program required to achieve the objectives for the brand.

- *Website*

Responsible for working with the on-line marketing team to ensure that the direction and functionality of the Intrepid Retail website, (*myadventurestore.com*) is consistent with the brand and that the site generates required enquiry levels and secures the client pre, during and post travel.

- *Brand Communication and Brand Health*

Ensuring that all brand communication is consistent with brand standards and ensures the integrity of the Intrepid Retail brand.

- *Campaign Management*

Ensuring the execution of relevant, and timely campaigns for Intrepid Retail, and working with Product Nation and external partners to raise co-operative marketing dollars from preferred suppliers to fund these campaigns.

- *Direct Marketing*

Direct Marketing (on-line and off-line) Campaigns are to drive additional Brand Awareness of retail and *Myadventurestore.com* and increase Enquiry to the stores. It is the responsibility of the Marketing Manager to ensure the campaigns are relevant, to source product.

- *Local Business Development/Store Marketing*

The Marketing Manager is to work on a consulting basis with stores to assist in local marketing activities.

- New store openings: The Marketing Manager is to work with the Business Leader and New Team Leader to assist in implementing new store opening activities.
- Partnership arrangements: The Marketing Manager is to work with Business Leader and New Team Leaders to develop effective business partnerships
- Expos and Events. Ensuring Intrepid Retail brand has a strong presence at Internal and relevant external expos (eg FC Expos, Adventure Expos)

- *Supplier Relationships*

Maintain and maximize preferred supplier relationships on a national level.

Key relationships:

Reports to: Business Leader - Intrepid Retail
General Manager Marketing - FCL

Standard Communication Processes:

With team	Day planners
	Scheduled monthly meeting
With team, internal	Adventure nights
Intrepid retail	Conferences
Flight Centre	Conferences
Stakeholders	Weekly/monthly product/marketing meetings

Key Result Areas

The following are the key KPI's that measure the success of the Marketing Manager

1. Customer
 - a. Number of enquiries
 - b. Average revenue per customer
2. Marketing efficiency
 - a. Marketing expenditure per closed file / on-line booking
3. Business revenue
 - a. Revenue growth
 - b. Margin growth

Key competency requirements:

Required:

- Previous Marketing Experience: at least 5 years previous experience in marketing with extensive experience in designing and executing marketing plans and on-line marketing
- Previous work history in a fast paced work environment
- A tertiary qualification in Marketing or equivalent
- The ability to meet exacting deadlines and to manage projects to time and cost
- The ability to develop, implement and monitor budgets

Rem

70-90k OTE

Location

Melbourne - Intrepid Head office Melbourne
or potentially FCL Brisbane Head office
Monthly travel required to each business office