



Job Title	Sales and Marketing Assistant
Capacity	Part Time 0.5 FTE
Date:	1 July 2021

PURPOSE OF POSITION

- To provide sales and marketing support for the R. Tucker Thompson Sailing Trust.
- To provide high quality communications to all stakeholders, drive sales and build key relationships.
- To build brand consistency, and raise the profile of the brand and organisation.

KEY ACCOUNTABILITIES

- ★ Contribute information, ideas, and research to support the General Manager to implement marketing strategies.
- ★ Contribute to sales strategies and approaches for various products and services to support the GM in implementing sales strategies.
- ★ Assist with events, presentations and networking activities.
- ★ Answer questions from clients about product, youth development and the organisation's kaupapa.
- ★ Maintain excellent relationships with clients, suppliers and staff through superior communication and customer service.
- ★ Continual learning and working with various types of software for digital marketing.
- ★ Create quality marketing materials such as website and blog copy, promotional information, and presentations.
- ★ Maintain a marketing database and manage the image library.
- ★ Provide administrative support to the General Manager.
- ★ Understand company product and brand.
- ★ Website management and maintenance.
- ★ Manage all bookings, enquiries and booking systems.
- ★ Front of house, meet and greet, ticketing and customer service.

KNOWLEDGE, EXPERIENCE & SKILL REQUIRED

Essential	Desirable
Outgoing, enthusiastic personality	Sales experience
Excellent written and verbal communication skills	Tourism industry experience
Computer skills, including word processing, spreadsheets and database management	Booking system experience
Social media and digital marketing skills	
Interest in Youth Development and Tikanga Maori	



High level of self-motivation	
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AUTHORITY LEVELS

Budget:

Size (excluding capital expenditure)

Nil

RELATIONSHIPS

Reports to	General Manager
Internal relationships	Youth Development Coordinators
	Executive Trustees
	Other crew
External relationships	Customers and general public
	Suppliers and tourism network
	Info Centres and agencies
	Inbound tour operators
	Fullers staff
	Families and Sailing Trainees