



POSITION DESCRIPTION

Job Position	Reservations & Marketing Assistant – Part-time or Full-time Position (1yr contract)
Reports To	General Manager
Hours of Duty	<p>Part time: 2-3 days - 9am and 5pm OR Full time: Monday to Friday - 9am and 5pm</p> <p>In peak season (October – April) you may be required to work 10am - 6pm & Saturday's between 1pm and 5pm instead of your regular days.</p>
General Understanding	<p>Global Ballooning Australia is the largest hot air ballooning company in Victoria, operating sunrise balloon flights for 30 years over Melbourne, Yarra Valley, Mansfield and occasionally nationally/worldwide. As a small business it is important to understand that your performance is crucial to our continued success and that the job requires that you have a dedicated work ethic. It is important to understand that there is no single job description that would clearly cover what each individual's duties are. The single most important attribute is that you enjoy what you do and have a happy working relationship with all involved.</p> <p>You are required to conduct yourself in a diligent professional manner maintaining good faith and ensuring you always work in the best interest of the company. You will respect and maintain all policies and procedures. The job can be demanding, frustrating and sometimes long hours, it can also be incredibly rewarding and exciting. Your future duties and responsibilities within this company structure are totally dependent on your attitude, commitment and desire.</p> <p>Besides absolutely loving what we do, we pride ourselves on our company culture and staff satisfaction is super important at Global Ballooning Australia. Additionally, you are to ensure our passengers have a wonderful experience and create lasting memories.</p> <p>All new employees undergo comprehensive induction/training, as well as receiving ongoing specific training when required. Enjoy the occasional balloon flight too!</p>
As an employee, you will enjoy...	<ul style="list-style-type: none"> • Access to a variety of staff discounts and benefits <ul style="list-style-type: none"> - Tours and accommodation either free or at discounted industry rates - Complimentary hot air balloon flights - Training opportunities encouraged • A fun and supportive working culture • Close proximity to public transport
Job Objective	The Reservations & Marketing Assistant is responsible for increasing sales, answering telephone enquiries, handling all customer and trade requests and executing all marketing activity relating to balloon flights over the Yarra Valley, Melbourne, Mansfield and other national destinations.

	<p>The position constantly seeks to exceed sales targets for passenger flights and accommodation/tour packages.</p> <p>The role will include all general administrative and communication duties within the Reservations team, servicing the needs of a variety of corporate and leisure customers, while ensuring the seamless internal communications with other office and operations staff. When the Reservations is quiet, marketing will come secondary to this – your involvement in campaigns will be vital to ensuring sales targets are met.</p> <p>Being a team player is vital. Respect the company values & share your own values to help build a strong company culture.</p>
<p>Job Holder Responsibilities</p>	<ul style="list-style-type: none"> • Actively generate sales and bookings of balloon flights and accommodation packages through all points of contact, including in person, whilst delivering exceptional customer service. • Contributing to the daily reservations task list. • First point of call for answering email & phone enquiries. • Ensure all enquiries are filtered and processed with the outcome of booking conversions. • Liaise with tourism trade distribution channels including wholesale/retail and inbound, with an understanding of rates, commissions and the processing of bookings from these areas. • Represent GBA at key tradeshows and local network functions (domestically & internationally). • Set up packages/promotions in booking system. • Provide assistance in areas of marketing balloon flights, promotions, publicity and general support as required. • Provide support for marketing activities - advertising, cooperative marketing, social media, sales and targeted campaigns. • Regularly search for new opportunities with a strong focus in particular to new and existing online agents, reward and incentive programs and corporate social clubs/associations. • Establish and maintain relationships with government bodies and other Melbourne, Yarra Valley and Mansfield based stakeholders to leverage 'preferred supplier' status, particularly major hotels & tour attractions. • Provide support for annual contractual agreements within local and international travel agents. • Regular maintenance of the GBA website, social media sites, database of agents, clients and bookings, through constant updating of information. • Keeping record of GBA marketing material and promotional merchandise. • Creating and implementing marketing concepts to assist in selling balloon flights, focusing on special occasions. • Understand all areas of the business and its partnerships to build a comprehensive approach to servicing the needs of private, government and corporate concerns. • Provide assistance to the office team, pilots and crew when required, whilst maintaining a high level of communication. • Quoting on group sales. • Assessing and processing refunds. • General secretarial/clerical duties and office stationery. • General upkeep of office common areas. • Regularly represent GBA as a host for balloon flights and taking photos/footage for social media channels.
<p>Job Qualifications/ Experience</p>	<ul style="list-style-type: none"> • Fluent in English; written and spoken. • Tertiary qualification in Tourism/Sales or Marketing. • 1yr previous experience in an administrative or similar role. • Tourism industry knowledge and experience is a bonus. • Knowledge of the Microsoft Suite and strong administrative skills.

Training and upskilling	<p>Global Ballooning Australia prides itself on our safety record. You will be required to attend:</p> <ul style="list-style-type: none"> • Orientation day • Initial induction training • Additionally, you are required to attend a minimum of 2 safety seminars per year and any other supervisory meetings or training meetings outside work hours as reasonably required by Global Ballooning Australia • Optional skills-based training
Key Contacts/ Working relationships	<ul style="list-style-type: none"> • Director • Business Manager • Sales & Marketing Team • Pilots • Passengers/customers • Partners within Melbourne, Yarra Valley & Mansfield
Job Specifics	<ul style="list-style-type: none"> • Well presented • Offering a personalised reservations experience • Delivering exceptional customer service • Empathic communicator • Building rapport with passengers to establish loyalty • Professionally handles sales and general enquiries • Strong communication skills face-to-face and over the phone • Self-driven, results-oriented with a positive outlook, and a clear focus on high quality and business profit • A natural big picture, forward planner who critically assesses own performance • Reliable and determined • Demonstrates initiative and confidence • Ability to work autonomously and take initiative • Ability to make quick decisions under pressure • Ability to resolve conflict with customers to achieve win-win outcomes • Strong attention to detail, exceptional organisation and time management skills • Critical thinker • Excellent interpersonal and communication skills, with well-developed computer skills in the use of Microsoft Office

To apply:

Please send your Cover Letter & Resume to kate@globalballooning.com.au.

Applications close on 31st July.