



POSITION DESCRIPTION

Job Position	Reservations & Marketing Internship
About the Opportunity	<p>Are you an outstanding university student with a curious mind and a passion for innovation? Then you are exactly who we're looking for to join Global Ballooning Australia's Internship Program!</p> <p>As a Reservations & Marketing Intern, you will have the opportunity to build professional skills whilst working closely with our office & operations teams.</p> <p>Our internship program offers a 12-week experience in which you are given work projects crafted to expose you to different opportunities and stretch your academic knowledge.</p>
Reports To	General Manager
Hours of Duty	Negotiable
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.</p>
As an intern, you will enjoy...	<ul style="list-style-type: none"> • Paid public transport to work • Lunch • 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

	<ul style="list-style-type: none"> • Close proximity to public transport
Job Objective	<p>The Reservations & Marketing Intern is responsible for handling customer requests and assisting with execution of marketing activity.</p> <p>The role will include all general administrative and communication duties within the 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 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>
Job Holder Responsibilities	<ul style="list-style-type: none"> • Bookings of balloon flights 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. • Provide assistance in areas of marketing balloon flights, promotions, publicity and general support as required. • Provide support for marketing activities relating to concierge, local and international agents. • 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. • Support the advertising, cooperative marketing, social media, sales and staffing for targeted campaigns particularly at peak times. • Assisting in maintenance of the GBA website, social media sites, database of agents, clients and bookings, through constant updating of information. • Assisting with creation and implementation of marketing concepts to assist in selling balloon flights, focusing on special occasions. • Understand all areas of the business and its partnerships. • Provide assistance to the office team, pilots and crew when required, whilst maintaining a high level of communication. • Assessing and processing refunds. • General secretarial/clerical duties and office stationery. • General upkeep of office common areas. • Representation as a host for balloon flights and taking photos/footage for social media channels.
Job Qualifications/ Experience	<ul style="list-style-type: none"> • Currently completing your second or final year of a Tourism, Marketing, Communications, or digital media course. • A love of sales and marketing and understanding of the benefits it can deliver to a business. • Full availability during 12-week internship period (during October – February) • Full Time working rights • Fluent in English; written and spoken. • Tourism industry knowledge and experience is a bonus but not necessary. • 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"> • An Orientation Day • Initial induction training
Key Contacts/ Working relationships	<ul style="list-style-type: none"> • Director • General Manager • Sales & Marketing Team

	<ul style="list-style-type: none">• Pilots• Passengers/customers• Partners within Melbourne, Yarra Valley & Mansfield
Job Specific Skills	<ul style="list-style-type: none">• Well presented• Strong level of attention to detail, exceptional organisation and time management• Excellent interpersonal and communication skills - face-to-face and over the phone• Empathic communicator• Reliable & supportive• Enjoy working autonomously, and, in a collaborative and creative team environment, willing to bring new ideas to the table.• Excellent analytical skills• Excellent organisational and administrative skills.• Proactive approach to time frames and can-do demeanour.• Excellent attention to detail & multi-tasking skills.

To apply:

Please send your Cover Letter & Resume (including a potential start date) to Kate Esposto, kate@globalballooning.com.au