



What's your passion? Whether you're into golf, travelling or reading, at **IHG** we're interested in YOU. We love people who apply the same amount of care and passion to their jobs as they do their hobbies - people who help us create great hotels guests love.

At the moment we're looking for an **Intern** to join our **Marketing** team at **IHG**. By bringing your energetic and enthusiastic approach to work everyday, we'll give you the opportunity to support our **NSW/ACT marketing team** with a focus on our **Crowne Plaza** brand. This includes assisting in developing our marketing plans for 2010, analysing data to better understand our consumer and assisting in implementing marketing campaigns.

Starting late August and based at **Holiday Inn Potts Point**, you'll work with us 1-2 days a weeks for a period of up to 250 hours to meet your course requirements. We're flexible as to what day of the weeks you work as we're mindful that you need to fit us in and around your studies.

To be successful you'll be a 3rd or 4th year student studying a Bachelors Degree in Commerce – Services Marketing (Tourism Marketing) at UNSW with a major in marketing. You have strong attention to detail, superior written communication skills and are experienced in conducting research and analysis. Ultimately, you have a can do attitude and a passion for marketing.

To apply, please submit your resume and covering letter outlining how you meet the above selection criteria to Tania Bucic at [t.bucic@unsw.edu.au](mailto:t.bucic@unsw.edu.au) by **Friday 7 August 2009**. A short-list of candidates will be presented to IHG who will then be in contact with you.

To learn more about what it's like to work with IHG, please visit our careers website [www.ihg.com/careers](http://www.ihg.com/careers)



## **JOB DESCRIPTION**

**JOB TITLE:** Intern - Marketing

**AREA/DEPARTMENT:** Sales and Marketing

**HOTEL:** Holiday Inn Potts Point

**REPORTS TO:** Marketing Manager – Crowne Plaza NSW/ACT

**POSITIONS SUPERVISED:** None

**JOB SCOPE:** This position exists in order to support the Marketing function for our Crowne Plaza NSW/ACT Hotels (with a particular focus on Crowne Plaza Hunter Valley) in order to meet or exceed revenue and profit targets. This role also requires the support of our Winning Ways of Do the right thing, Show we care, Aim higher, Celebrate difference and Work better together.

**TESTIMONIAL:** I hereby confirm having read the duties and agree to perform these duties as set out in the Job Description to the required standards.

**Signature:** .....

**Date:** .....

## **Key Responsibilities**

### **General**

- Present draft campaign suggestions to Marketing Manager along with a summary of forecast expenditure and return on investment.
- Research relevant marketing strategies.
- Implement promotional campaigns and strategies to increase assigned Hotels'/Properties brand awareness in the marketplace.
- Assist in planning and facilitating advertising campaigns and strategies.
- Assist in planning and maintaining the monthly advertising schedule.
- Assist the Marketing Manager to develop, source and facilitate interesting events and promotions that will generate revenue and promote public relations.
- Assist with all special events, promotions, reservations for visiting journalists, distribution of media releases and up-to-date press kits, support all in-house photo/film/fashion shoots and site inspections.
- Assist with the compilation of all direct mail campaigns.
- Manage the advertising budget by projecting costs, determining necessary adjustments and reviewing expenditure for Sales and Marketing and Food and Beverage.
- Support the Marketing Manager with media agency management and enquiries, booking and co-ordination of all advertising.
- Supervise and coordinate the work of the relevant production agencies to ensure the campaign meets the deadlines.
- Ensure that all promotional material is distributed appropriately within assigned Hotels / Properties as well as externally to gain maximum exposure.
- Undertake advertising audits to monitor performance.
- Support the Marketing Manager analyse data to gain consumer insight, a better understanding of the market, product and brand awareness, price/value perceptions and the opportunities to strengthen the position of assigned Hotels / Properties in NSW / ACT.
- Support the Marketing Manager identify and penetrate new source markets in key regional areas and regions outside of ANZSP to diversify geographic delivery and secure new transient, leisure FIT and group customers.
- Maintain pro-active relationship with local tourism boards and related industries to maximise opportunities to develop business, activities and promotions to build awareness for assigned Hotels / Properties.
- Maintain close relationships with local and regional media to release specific Hotel / Property activities and promotions in order that the Hotels / Properties gain maximum exposure.
- Manage sponsorship (and contra) agreements in conjunction with Marketing Manager and Area Director of Marketing to include: fulfilment of all sponsorship obligations, distribution of tickets, seat drops, book advertising, preparation and development of packages, booking accommodation, food and beverage components and direct mail to database.
- Co-ordinate all VIP entertaining relating to sponsorships (and contra).
- Produce all correspondence relating to sponsorship (and contra) agreements to include sponsorship documents and profit and loss statements.
- Direct the production of printed publications.
- Maintain content (other than pricing and availability) on company and external websites.
- Develop material and scripts.
- Produce and direct radio advertising.
- In conjunction with In-Touch Data, ensure the maintenance and management of all databases.
- Manage electronic marketing campaigns via Ezysmsg.
- Be fully conversant with all aspects of assigned Hotels' / Properties facilities, products, service and operation and be able to conduct familiarisations to a wide range of customers.
- Have a solid understanding on competitors' products.
- Monitor the marketing activities of assigned Hotels' / Properties competitors and comment on the strengths and weaknesses of their campaigns and promotions.
- Reading and clipping of all newspapers and industry publications for all competitors editorial and advertising and all editorial and advertising relating to IHG Hotels / Properties in the area.



InterContinental Hotels Group

- Ensure inclusion in all competitors' databases.
- Establish and maintain assigned Hotels' / Properties photo libraries.
- Maintain a filing system.
- Ensure all marketing communication pieces are in strict compliance with established brand standards.
- Maintain the strictest confidentiality at all times on all matters.
- Demonstrate essential overall knowledge of the organisation.
- Understand the responsibilities of other sections and departments and co-operate with them.
- Carry out other duties as directed.

#### **Occupational Health and Safety Responsibilities**

- Demonstrate awareness of OH&S policies and procedures and ensure all procedures are conducted safely and within OH&S guidelines.
- Be aware of duty of care and adhere to occupational, health and safety legislation, policies and procedures.
- Be familiar with property safety, first aid and fire and emergency procedures and enforce these in your areas.
- Initiate action to correct a hazardous situation and notify supervisors of potential dangers.
- Ensure security incidents and accidents are logged, investigated and rectified to prevent future catastrophes.