

Position Description

Position Title: Food and Beverage Marketing Administrator	Classification: Bond Level 2
Faculty/School/Office: Food & Beverage Department	Date Position Classified/Updated: December 2024

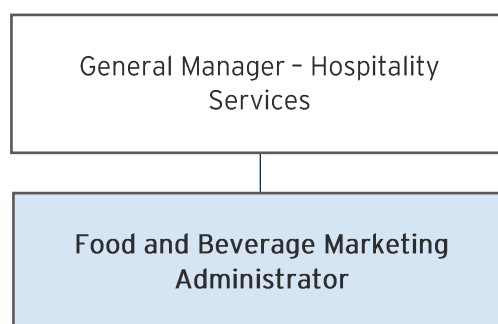
Purpose of the Position:

The Food and Beverage Marketing Administrator will:

- Report to the General Manager - Hospitality Services and is responsible for Marketing of the food and beverage department.
- Liaise with Bond university Marketing to ensure that all items are compliant with the needs of the university.
- Administer social media inc. Instagram, Facebook, website etc for food outlets and events.
- Produce and present food and beverage menu boards, signage, etc.
- Administer customer feedback surveys.

Reporting Relationship:

This position reports to the General Manager - Hospitality Services:



Selection Criteria:

- A minimum of two years experience in marketing within the Hotel / Hospitality Industry
- The ability to liaise with a broad range of stakeholders and clients
- Well developed planning and organisational skills with demonstrated ability to work across a range of projects concurrently.
- Demonstrated high-level of computer literacy in operating Microsoft software packages
- Ability to work under pressure and meet deadlines
- Excellent written/verbal communication skills with good attention to detail
- Excellent interpersonal communication skills

Desirable Criteria:

- A passion for and commitment to delivering exceptional, pro-active guest service
- Experience working independently and as part of an energetic team

Competency	Responsibility
Administration	<ul style="list-style-type: none"> • Ensure that all menus and signage are produced and presented accordingly • Ensure social media is kept current and up to date. • Ensure clear communication with outlets for daily specials and menus to ensure marketing is kept up to date. • Ensure customer satisfaction surveys are completed and distributed. • Produce monthly statistics reporting on social media • Assist General Manager in preparation of monthly reports
Financial Management	<ul style="list-style-type: none"> • Prepare end of month statistics for the General Manager
Customer Service	<ul style="list-style-type: none"> • Coordinate with operations department to solve problems and or suggest alternatives to previous arrangements • Work closely with F&B outlets to enable them to build a strong team and therefore deliver a high standard of service • Provide a professional, polite and enthusiastic service to all clients
Understanding of Quality Assurance	<ul style="list-style-type: none"> • Staff should demonstrate an understanding of the principles of quality assurance and continuous improvement as they apply at Bond University. • Staff are expected to demonstrate an ongoing commitment to the Bond University Strategic Plan, university policy and to our quality assurance processes.
Understanding of Cultural Sensitivity	<ul style="list-style-type: none"> • Staff will come into contact with staff and students from a variety of cultural backgrounds. It is expected that mutual respect, cultural awareness and cultural sensitivity will form the basis of the professional working relationship. • Staff are encouraged to attend a cultural sensitivity workshop to further enhance and develop cultural awareness and cultural sensitivity skills.
Understanding of WHS Responsibilities	<ul style="list-style-type: none"> • Maintain a safe workplace and follow safety directions and internal controls. Alert your Manager of WHS risks and be vigilant in observing safe practices. Understand WHS requirements in your work area. • All managers of staff are required to conduct risk assessments and implement controls accordingly as well as action safety audit results within the directed time frame. • Awareness of, and accountability for, WHS responsibilities in the work area and for the staff and contractors under your control (if applicable).

Note – the successful applicant will be required to produce a certified copy of their highest qualification received prior to commencement of duty.

It is not the intent of this position description to limit the scope of this position in any way but to give an overview of this role at Bond University. You may at times be required to work at other tasks and areas as directed by the Management.