



Position Vacant: Start Date – January 2024

Title: Membership Manager: Administration | Marketing | Partnerships | Training

Reporting To: CATO Managing Director

Hours: Full-time

Remuneration: Commensurate with experience

About CATO:

The Council of Australian Tour Operators (CATO) is the peak industry body exclusively representing Australian based tour operators and travel wholesalers. CATO is dedicated to promoting the highest standards of professionalism, integrity, and innovation within the Australian travel industry whilst delivering unrivalled levels of consumer confidence through CATO's industry leading sector-specific Accreditation program.

CATO fosters collaboration among its members, encourages innovation, and promotes responsible travel experiences around the world that resonate with modern travellers seeking authenticity and sustainability.

We are excited to introduce a dynamic role that combines multiple functions that all play a role in the continued development of our association.

Role Overview:

As the Membership Manager at CATO, your role encompasses the following vital aspects: Administration | Marketing | Partnerships | Training.

The responsibilities of this role are dynamic and diversified across several functions whilst working autonomously from your home office.

The successful applicant will make a significant and meaningful contribution to this growing sector within the Australian travel industry.

If you are a dynamic, self-starter with a broad range of skills and seeking variety in a role, this could be the job for you.

Key Responsibilities:

Membership & Partner Relations

- Develop and execute strategies to drive revenue growth for CATO.
- Cultivate and maintain relationships with key stakeholders (Members).
- Formulate strategies for member retention and identify opportunities for membership growth.
- Convey the value propositions of CATO membership to potential members.
- Act as the primary point of contact for CATO's members and partners, nurturing positive relationships.
- Research, identify, and convert organisations into CATO members.
- Administrative oversight of CATO's membership management system.

Administration and Marketing

- Oversight and maintenance of the CATO Member Management System
- Handling membership enquiries and processing applications
- Assist in the development and execution of CATO's marketing strategies.
- Manage CATO's online presence and social media accounts.
- Oversee EDM campaigns and newsletter coordination.
- Collaborate with members and external partners to develop and deliver events.
- Create of internal (member focused) marketing collateral.
- Ensure the timely update of CATO's website and member database.

Event Coordination

- Support the external events team in executing CATO industry events that foster member development.
- Identify, secure, and manage event sponsors.
- Actively support the CATO Managing Director with the administration of each event to make them a success, including budgets, updating website, managing bookings, seating requests and special diets.

Training

- Assist in the development and delivery of sector specific touring training in conjunction with trade partners and a CATO Board sub-committee.

Key Skills:

- Travel related background, with a strong understanding of the land-supply sector (Tour Operators and Wholesalers).
- Demonstrated business development and negotiation skills.
- Confident verbal communication and presentation skills.
- Exceptional administrative and organisational abilities with attention to detail.
- Familiarity with marketing principles and social media management.
- Proficiency in Microsoft Office365 across all applications.
- Graphic design capabilities and creative writing ability.
- A courteous and professional attitude.

Confidential applications including a cover letter and current CV should be directed to.

Brett Jardine

Managing Director

Council of Australian Tour Operators

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