



**Position Title:** Trade Specialist

**Location:** Moreton Bay region, Queensland, Australia (office based)

**Position Type:** Full-time

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### About Moreton Bay Region Industry and Tourism (MBRIT):

MBRIT is the official destination management organisation for the Moreton Bay region. We're committed to strengthening the region's visitor economy through destination marketing, industry support, and collaborative partnerships with stakeholders across the tourism sector.

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### Position Overview:

The Trade Specialist plays a key role in positioning the Moreton Bay region as a must-visit destination for domestic and international visitors. This role will focus on developing and maintaining strategic relationships with key travel trade partners, aligning with national and state-level priorities through Tourism and Events Queensland (TEQ), Tourism Australia (TA), and regional partners such as the Brisbane Economic Development Agency (BEDA).

The ideal candidate will have experience in the tourism industry, particularly in working with travel trade distribution partners, and a strong understanding of how regional collaboration enhances destination appeal and trade-readiness.

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### Key Responsibilities:

#### Trade Engagement and Relationship Management

- Develop and manage relationships with wholesalers, inbound tour operators (ITOs), retail travel agents, online travel agents (OTAs), and other key trade partners.
- Represent Visit Moreton Bay at trade shows, sales missions, and industry events.
- Work closely with BEDA to leverage opportunities for regional inclusion in international trade programs and joint marketing initiatives.

#### Industry and Product Development

- Support local operators in becoming export- and trade-ready through mentoring, training, and education.
- Facilitate product development initiatives that align with trade expectations and distribution networks.
- Assist operators in meeting criteria for participation in trade events and familiarisation programs (famils).



### Marketing and Promotion

- In collaboration with trade partners, develop co-operative campaigns and initiatives that showcase the Moreton Bay region to global customers.
- Collaborate with tourism stakeholders to utilise marketing platforms, media assets, and campaign toolkits for trade promotion.

### Trade Contracting

- Be the liaison between trade partners and Moreton Bay operators to assist with Contracting rates for sale through the different distribution pathways.

### Training and Trade Education

- Deliver training to trade partners and industry stakeholders promoting the Moreton Bay region's offerings, often in collaboration with BEDA and TEQ.

### Familiarisations and Site Visits

- Plan, host, and manage trade famils.
- Ensure itineraries reflect diverse and bookable trade-ready experiences across the region.

### Research, Reporting, and Strategy

- Monitor trade trends and performance metrics and report insights back to the organisation and stakeholders.
- Contribute to regional and destination strategies that align with broader trade and visitor economy goals.

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### Key Relationships:

- Brisbane Economic Development Agency (BEDA)
  - Tourism and Events Queensland (TEQ)
  - Tourism Australia (TA)
  - Local tourism operators and industry stakeholders
  - ITOs, wholesalers, travel agents and OTAs
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### Essential Qualifications and Experience:

- Minimum 5 years' experience in the tourism industry.
- Demonstrated success in working with distribution partners.
- Knowledge of national, state and regional tourism structures.
- Strong project management, presentation, and interpersonal skills.
- Ability to travel domestically and internationally.

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### Desirable Attributes:

- Knowledge of the Moreton Bay region's tourism assets.
- Experience with cooperative marketing, media hosting, and international market development.

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### Application Process:

Submit a resume and cover letter outlining your experience and suitability for the role, with reference to your knowledge of trade distribution.

**Closing Date:** 2 May 2025

**Contact:** Suzy Bohan

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