

POSITION INFORMATION PACK

PORTFOLIO MARKETING MANAGER – FOOD

Diversified Australia
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diversified



ABOUT DIVERSIFIED

Diversified Australia is a leading trade events and business media company, and we are on a mission to connect, educate and strengthen Australian business communities.

As part of a third-generation, family-owned global group that has been growing since 1949, we bring industries together through world-class trade shows, conferences and digital content. Our portfolio spans Food and Hospitality, Manufacturing, Energy, Security, AV and more. Every year, our events help thousands of businesses make connections, discover new ideas and do business.

At Diversified, we're producers, educators and strategists. We curate the bright ideas, create the communities and run the events that industries rely on to grow. Our people work across Melbourne and Sydney and sit proudly within a global network with offices in the US, Canada and the UK. That means real career pathways, local ownership of your work and the backing of a business that's built to last.

We're a team that brings the same energy and passion to everything we do, from the trade show floor to community volunteer days, and we celebrate the wins along the way. If you want to grow your career, be trusted with real responsibility and help shape the future of Australia's business events, we'd love to hear from you.

Our Values

- We bring our best always
- We stand together
- We are curious
- We are humble
- We are inspired
- We take the long view

Our Vision

To create powerful industry ecosystems, powered by data and technology, that facilitates commerce, shares valuable insights and drives industry change.



THE ROLE

We're looking for a passionate, commercially minded and people-focused Portfolio Marketing Manager to lead the marketing strategy and performance of Diversified Australia's exciting Food portfolio, including Fine Food, FoodPro and FoodTech.

Based in Melbourne or Sydney and reporting to the Head of Marketing, you'll take ownership of the marketing direction and commercial performance of the Food portfolio. Working closely with our Event Directors and Marketing Managers, you'll turn business objectives into meaningful marketing strategies, identify new opportunities for growth and ensure our campaigns deliver results that matter.

You'll lead, coach and develop a talented team of Marketing Managers, helping them build their confidence, strengthen their strategic thinking and grow as leaders themselves. You'll create an environment where people feel supported, empowered to challenge ideas and encouraged to do their best work.

You'll also bring a strong commercial lens to everything you do, using data, market insights and performance trends to guide investment decisions, optimise campaigns and identify opportunities to do things differently. From shaping portfolio strategy and reviewing campaign performance to collaborating with industry partners, you'll have the opportunity to influence the bigger picture while staying connected to the detail that drives success.
And of course, you'll get to see it all come to life! There's something pretty special about standing on the floor of a buzzing industry event, surrounded by thousands of people connecting, learning and doing business, knowing you and your team helped make it happen.

You'll be part of a collaborative, supportive and ambitious Marketing team that values fresh thinking, shared success and continuous improvement. If you're ready to combine your passion for marketing, your commercial expertise and your love of developing people into a role where you can make a genuine difference, we'd love to meet you!



KEY ROLE ACCOUNTABILITIES

Portfolio Strategy & Commercial Outcomes

- Develop marketing strategies for Fine Food, FoodPro and FoodTech in collaboration with the Marketing Managers, ensuring alignment with each brand's strategic direction and commercial targets.
- Support Marketing Managers in contributing meaningful input into the 3-year brand strategy for the Food brands, ensuring marketing perspectives are grounded in data and market dynamics.
- Partner with the Event Directors and, once in place, the Portfolio Director to identify growth opportunities across the Food industries, providing a marketing lens on audience development, new segments, and partnership potential.
- Build marketing budget proposals with Marketing Managers, making a clear commercial case to the Head of Marketing based on strategic priorities, market opportunity, expected ROI (directly tied to targets), and historical performance. Budget authority remains with the Head of Marketing.
- Make considered decisions, coaching Marketing Managers, about where to invest, where to divest, and when to pivot based on performance data and changing market conditions.
- Review and approve major campaign strategies before execution, ensuring they are grounded in data, aligned to strategy, and have clear success metrics.
- Own the portfolio campaign calendar, balancing timing, resourcing and team capacity across both events so that neither is under-supported at a critical campaign phase.
- Stay current on marketing best practices, emerging channels, and new technologies that could benefit the portfolio, actively sharing learnings with the team.

Onsite Event Leadership

- Hold accountability for marketing performance outcomes onsite at both Food events, reviewing attendance and registration against targets daily and directing tactical adjustments with the Marketing Managers.
- Marketing Managers lead onsite execution. Act as the escalation point for marketing-related issues onsite and host senior stakeholders where required.
- Draw on onsite observations to inform strategy for the following campaign cycle.



KEY ROLE ACCOUNTABILITIES

People Leadership & Team Development

- Lead, coach and develop 2 Marketing Managers, providing clear direction, meaningful feedback, and consistent performance management to build a high-performing, accountable team.
- Tailor coaching to each Marketing Manager's experience and stage as a people leader, building their capability in setting direction, giving feedback, navigating stakeholders and managing difficult conversations.
- In consultation with the Head of Marketing, set clear goals and KPIs for Marketing Managers and the team beneath them, tracking progress and proactively creating stretch opportunities.
- Lead performance reviews for all Marketing Managers and team members within the portfolio, identifying coaching themes, skill gaps, and training needs across the team.
- Keep the Head of Marketing informed on team member performance, raising both concerns and standout contributions.
- Contribute actively to the stability and retention of the Marketing team by fostering a psychologically safe, growth-oriented team culture.
- Challenge Marketing Managers on their thinking and approach, asking probing questions that build critical thinking and strategic muscle rather than simply approving plans.
- Identify capability themes across the portfolio team and work with the Head of Marketing to address them through coaching, training, or role design.
- Participate in recruitment and onboarding of new team members as needed.
- Actively support business reward and recognition programs.

Performance Monitoring & Optimisation

- Lead post-event analysis at portfolio level. With two events each year, treat each as a deep review of what drove outcomes from pre-registration through to attendance, identifying patterns across brands and the full campaign cycle and making data-driven recommendations for the following year.
- Run 8-week campaign review meetings (held 8 weeks out from each event date) with the relevant Marketing Managers to identify opportunities and risks against attendee targets, holding the team accountable for proactive course correction.
- Monitor performance throughout the campaign cycle, holding the team accountable for identifying and acting on issues mid-campaign rather than post-event.



KEY ROLE ACCOUNTABILITIES

- Analyse campaign performance data to identify trends, surface insights, and make evidence-based recommendations for optimisation across the portfolio.
- Test hypotheses and pilot new approaches using a test-and-learn mindset, creating space for the team to innovate without sacrificing delivery.
- Challenge assumptions — both your own and your Marketing Managers' — to ensure strategies are grounded in sound reasoning and data, not legacy or comfort.

Process, Efficiency & Continuous Improvement

- Proactively identify areas where process efficiency can be improved across the portfolio (and department), implementing new templates, workflows, and ways of working that improve consistency and reduce rework.
- Ensure consistency of approach, quality standards, and brand integrity across all Food brands, and alignment with the Non-Food portfolio where appropriate.
- Support the Head of Marketing with supplier management including videography, photography, digital advertising, and PR agencies — supporting contract negotiations, briefing standards, and performance evaluation.
- Maintain clear documentation of campaign strategy, performance data, and post-event insights to support organisational learning and continuity.

Stakeholder Management, Decision Rights & Collaboration

- Resolve brand-related issues directly with the relevant Event Director or the Portfolio Director (where relevant), without needing Head of Marketing involvement.
- Escalate to the Head of Marketing only where an issue carries a people or reputational risk and impact — for example a serious complaint or dispute with a major exhibitor, sponsor or partner, a privacy, compliance or legal breach, a public-facing error affecting brand reputation, or a team member welfare or conduct matter.
- Operate within the marketing budget allocated by the Head of Marketing. Any proposed change to budget is a recommendation to the Head of Marketing, who retains authority.
- Act as the escalation point for key industry, exhibitor and sponsor relationships, which are owned day to day by the Marketing Managers, stepping in where a relationship requires senior involvement.



KEY ROLE ACCOUNTABILITIES

- Build and maintain effective relationships with the Event Directors and the Portfolio Director (when in place), ensuring marketing and brand strategy are aligned and mutually reinforcing.
- Partner with the Digital Performance Manager on attribution, optimisation and campaign performance, and with the Marketing Data Specialist on data and insights that inform portfolio decisions.
- Collaborate with the Technology team (Digital Platforms) to ensure digital initiatives across the Food portfolio are delivered effectively and consistently.
- Partner with the Portfolio Marketing Manager – Non-Food to share learnings, align on shared processes, and ensure a consistent departmental approach where appropriate.

Relationship with the Head of Marketing

- Operate with significant autonomy across the Food portfolio, bringing problems with proposed solutions, flagging risks early, and making recommendations rather than waiting for direction.
- Participate in weekly check-ins, 8-week campaign reviews, post-event analysis sessions and PDR cycles, managing upward effectively so the Head of Marketing has the visibility needed without being drawn into day-to-day execution.

Company Advocacy and Professionalism

- Represent Diversified Australia in the market as a quality provider of exhibition services
- Promote internal company advocacy through professional and courteous behaviour
- Demonstrates behaviour aimed at breaking down barriers within the organisation
- Reinforce company values with employees and models company values in own behaviour
- Adheres to health and safety policies and procedures and reinforces behaviours with staff
- Demonstrates the highest standard of ethical behaviour in all activities



SKILLS AND EXPERIENCE

- 5+ years of experience in marketing, with demonstrated capability across strategy, campaign management, and performance optimisation.
- Demonstrated knowledge of the food industry — experience marketing to or within the food, food service, hospitality or FMCG sectors, or equivalent trade event experience in a related sector.
- At least 2 years of experience in a people management role, with the ability to coach, develop, and hold a team accountable.
- Proven ability to think strategically — connecting marketing activities to commercial outcomes and making data-driven decisions about where to invest resources.
- Strong analytical capability — comfortable using performance data, analytics tools (Google Analytics, Salesforce), and post-event insights to inform strategy.
- Experience contributing to or managing marketing budgets, making commercial cases for investment decisions, and demonstrating ROI.
- Demonstrated experience in B2B marketing environments, with an understanding of B2B sales cycles and audience behaviour.
- Strong communication and influencing skills — able to present ideas clearly to the Head of Marketing, Event Directors and cross-functional stakeholders.
- Ability to manage ambiguity and competing priorities across overlapping campaign cycles while maintaining strategic focus and team morale.
- Proactive problem-solving approach with a track record of identifying and implementing process improvements.
- Demonstrated accountability — owns outcomes and follows through on commitments.

Competencies and Attributes

- Strategic yet execution-focused — can think at portfolio level while ensuring excellent tactical delivery.
- Commercially minded — makes decisions based on business impact, not just marketing metrics.
- Proactive problem-solver — identifies issues early and proposes solutions without prompting.
- Detail oriented — high attention to detail with a quality focus.
- Calm under pressure — positive and solution-focused.
- Collaborative and communicative — builds strong cross-functional relationships.



THE RECRUITMENT PROCESS

1. **Search**

This process will take place by using a variety of media platforms including SEEK and LinkedIn. During this period our People & Culture team may contact you to discuss initial screening questions.

2. **Recommendations for shortlist and shortlist interviews**

After the screening process, our People & Culture team will make a recommendation to the Hiring Manager.

Candidates selected from shortlisting will be contacted and invited to participate in the first round of interviews with the hiring manager and a possible second Diversified representative.

There may be more than one interview/discussion and other key stakeholders may be involved as required.

3. **Due diligence and decision**

Reference and VEVO checks will take place for the leading candidate. Once all checks have been completed, an offer letter, employment agreement and required payroll documents will be sent to the preferred candidate for review and acceptance.

Unsuccessful candidates will be notified.

4. **Contact Information**

For more information on this role, please reach out to our Head of People & Culture at tadamstein@divcom.net.au



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