

Business Development & Project Lead

Bunbury / South West WA

Part-time

Salary: \$80,000 – \$90,000 pro rata, depending on experience

Help grow a purpose-led tourism consultancy and deliver work that genuinely strengthens the visitor economy.

Lumenesse & Co is a profit-for-purpose tourism consultancy powered by Australia's South West, the peak tourism body for the South West of Western Australia.

We work with tourism operators, local governments, industry bodies and regional organisations to deliver practical, commercially grounded support across marketing, product and business development, destination management, workshops and capability building.

Our model is simple: we help clients make better decisions, improve performance and achieve tangible outcomes, and we reinvest profits into destination-level initiatives that support the long-term strength of the South West tourism industry.

We are now looking for a commercially minded, relationship-driven **Business Development & Project Lead** to help grow Lumenesse & Co's client base while delivering high-quality strategy, marketing and project work.

This is a rare opportunity to combine business development, client advisory and hands-on project delivery in a role with real regional impact.

The role is part-time starting at 2 days a week (flexible with days and times) with the opportunity to increase as our client base grows. You can be based from either our Busselton or Bunbury office, with regular travel between both locations to connect with the team, clients and industry partners.

The role

This is a 50/50 role.

Around half your time will be focused on business development, lead generation, relationship-building, scoping and proposal development.

The other half will be focused on delivering client work, which may include marketing strategy, social media and campaign planning, tourism business development, workshops, stakeholder engagement, project management or destination-related projects.



You will be a key face of Lumenesse & Co in the market, helping clients understand what they need, shaping smart and commercially sound solutions, and then working with the team, contractors and collaborators to deliver them well.

You'll suit this role if you are confident having commercial conversations, love building relationships, can turn a loose idea into a clear proposal, and also have the practical skills to roll up your sleeves and deliver excellent work.

What you'll be doing

Business development and client growth

You will:

- Identify, develop and convert new business opportunities across tourism, government, industry and regional organisations.
- Build strong relationships with prospective and existing clients, including through events, meetings, roadshows and networking.
- Work with Australia's South West to identify referral opportunities where tailored paid support is required.
- Qualify leads, scope client needs and develop commercially sound proposals, budgets and project plans.
- Manage the sales pipeline, follow up warm leads and support conversion into paid engagements.
- Strengthen Lumenesse & Co's profile as a trusted, practical and outcome-driven tourism consultancy.

Project delivery and client advisory

You will:

- Facilitate client meetings, workshops and regular project check-ins.
- Manage timelines, budgets, contractors and deliverables to a high professional standard.
- Translate client needs into clear actions, practical recommendations and measurable outcomes.
- Support continuous improvement of Lumenesse & Co's systems, templates and delivery processes.
- Deliver and manage client projects across marketing and strategy.



About you

You are a confident relationship-builder who can move comfortably between a client meeting, a proposal, a strategy document and a delivery deadline.

You may have worked in a marketing agency, tourism organisation, consultancy, local government, regional development organisation, membership body or service-based business. What matters most is that you understand how to build trust, spot opportunities, scope work clearly and deliver high-quality outcomes.

You will bring:

- Strong business development, client management or account management experience.
- Experience delivering marketing, strategy, tourism, communications or business development projects.
- Confidence developing proposals, scopes, budgets and client recommendations.
- Excellent written communication skills and the ability to prepare polished client-facing documents.
- Practical understanding of marketing, digital channels, social media, campaigns and customer engagement.
- Strong project management skills, including managing multiple deadlines, stakeholders and deliverables.
- Commercial judgement, including an understanding of scope, budgets, time and margin.
- A collaborative, calm and solutions-focused working style.
- Confidence presenting, facilitating conversations and building relationships.
- A genuine interest in tourism, regional development and the South West.

Tourism industry experience will be highly regarded, but we are also interested in people with strong agency, consulting, marketing, local government or business development backgrounds who can quickly understand the sector.

Skills and experience

Ideally, you will have:

- 5+ years' experience in business development, marketing, communications, tourism, consulting, project management or a related field.
- Experience in a client-facing role, ideally within an agency, consultancy, service provider, tourism organisation, local government or industry body.
- Demonstrated ability to develop and convert opportunities into paid work.
- Experience delivering marketing strategy, campaigns, content, workshops, business development projects or stakeholder engagement.
- Strong project management skills, including managing budgets, timelines and contractors.



- Confidence using tools such as Canva, Meta Business Suite, Mailchimp, CRM/project management systems or similar platforms.
- A tertiary qualification in marketing, communications, tourism, business, journalism or a related discipline would be well regarded.
- A current C-class driver's licence.
- The ability to travel throughout the South West as required.

Why join Lumenesse & Co?

This is not a standard marketing role.

You'll be helping shape and grow a young consultancy with a clear purpose, strong regional backing and a growing market opportunity.

You'll have the chance to:

- Work across a wide variety of tourism clients and regional projects.
- Travel throughout the South West and engage directly with the visitor economy.
- Join a tight-knit, experienced and supportive team.
- Help businesses, destinations and industry bodies turn ideas into action.
- Build a consultancy that is commercially disciplined and genuinely purpose-led.
- Contribute to work that strengthens the South West tourism ecosystem.

Lumenesse & Co is designed to be practical, collaborative and outcome-driven, not full of buzzwords, not generic consulting, and not advice that sits on a shelf. Our work is about making things clearer, easier and more effective for the people and organisations we support.

How to apply

Please submit your resume and a short cover letter to carly@lumenesse.com.au outlining:

- why this opportunity interests you;
- your experience across business development and project delivery; and
- what you feel you would bring to Lumenesse & Co and the South West tourism industry.

Applications close Friday 5 June 2026.

Please note: applications may be reviewed and shortlisted as they are received, so we encourage early submissions.

