

POSITION DESCRIPTION

Position Title: Global Brand & Campaigns Manager

Reports to: General Manager - Marketing

Direct reports: Marketing & Campaigns Specialist
Digital & Content Specialist

Award and Classification: As per Letter of Engagement

Position Purpose

Reporting to the General Manager - Marketing, the purpose of this role is to manage delivery of the strategic marketing plan for Tourism Tropical North Queensland (TTNQ), covering both consumer direct and travel trade activity across priority markets globally.

The key focus of the role is to manage the Cairns & Great Barrier Reef brand globally, including oversight and delivery of campaigns and activities that build brand equity in our priority global markets. The role has direct oversight of the Digital and Content Specialist, the Marketing and Campaigns Specialist, and our outsourced digital agency, who manage the organisations brand assets and deliver priority projects and campaigns.

Key measures of success for the role are measured through the destination's share of voice (SOV), brand equity and the organisation's campaign reach, engagement, advertising value equivalent (AVE) and ultimately campaign generated overnight visitor expenditure (OVE). These will be key performance indicators (KPIs) for activities that ensure there is an integrated and consistent approach to the brand story, with the objective of strengthening Tropical North Queensland's positioning as a place of uniquely immense, world-class beauty.

To summarise, this role is the organisation's and the destination's brand champion and it is not the intent of this position description to limit the scope or responsibilities of the role, but to highlight the most important aspects.

Specific Duties

Success Indicators

Service	
<ul style="list-style-type: none"> Oversight and direction of the Cairns & Great Barrier Reef brand direction, and campaigns both under the <i>Leave Greater</i> campaign moniker and those under our partners including Tourism & Events Queensland (TEQ) and Tourism Australia (TA) and Industry partner brands. Contribute to the development of TTNQ's Marketing and Content Strategy, in partnership with the GM – Marketing 	<ul style="list-style-type: none"> Annual review of brand equity (in partnership with TEQ) Successful development and implementation of the Marketing & Content strategy

<ul style="list-style-type: none"> • Identification of emerging consumer trends, brand directions and partner approaches to ensure Tropical North Queensland is positioned as a leader in innovation and; • Manage the implementation of the Marketing & Content Strategy and successful delivery of the associated KPI's, including but not limited to: <ul style="list-style-type: none"> ○ Assist GM - Marketing / GM - Partnerships & Events with the implementation of the brand story for the region including internal & external brand standards. ○ Manage the development and implementation of global consumer/trade marketing programs in conjunction with relevant market managers, external contractors including media and brand agencies, Tourism & Events Queensland and Tourism Australia ○ In collaboration with the relevant market managers, manage the PR contractors to drive the global destination story through sourcing PR opportunities, activations and traditional and non-traditional partnerships ○ Increase brand awareness through content sharing strategies across stakeholders, media, trade and other partners, in particular to build the GBR positioning • Develop cooperative opportunities for members across owned/paid/earned channels • Management of budgets and accounting requirements including department reporting • Maintain working relationship with key partners including liaising with members, agencies, suppliers and stakeholders • Manage performance of direct reports, including support, training and encouraging a positive team environment • Management of owned assets including consumer, corporate and business events websites, image and video library, and social media channels • Assist with the delivery of ad hoc projects / other projects as required 	<ul style="list-style-type: none"> • Recognition within the industry and our partners of TTNQ's brand leadership and direction. • Deliver marketing programs within budget and the agreed KPIs • Growth in owned/earned/paid channels across reach, engagement, CTR and other KPI metrics • Trade campaigns deliver engagement & collaboration in marketing initiatives • Growth in SOV globally • Successful and sustainable partnership leverages • Reports prepared and delivered within timeframe • Leverage and collaborate with TTNQ events & partnerships • Achieve member campaign buy-in/co-op targets • Positive team, client and stakeholder engagement reviews • Administration duties are delivered in an accurate and timely manner
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General Duties

- Support a culture of innovation in a results-driven organisation that is considered one of the leading destination marketing organisations in Australia and across the globe
- Provide inspiration and direction to the industry in their approach to product and destination marketing to amplify our unique selling points
- Maintain a friendly and approachable attitude towards clients and staff and a professional appearance
- Respect all equipment and property and use with care to avoid unnecessary damage;
- Attend meetings as required and develop and maintain good working relationships with colleagues and clients
- Undertake the responsibilities of the position adhering to:
 - Equal opportunity and anti-discrimination legislation and requirements;
 - Workplace Health and Safety (WHS) legislation and requirements; and
 - Legal requirements

Qualifications, Skills, Experience and Personal Attributes

- Degree in marketing or related studies highly regarded
- Management experience in a similar role, preferably within the tourism industry
- Experience in planning integrated campaigns across consumer, media/PR and trade activity from briefing to implementation and analysis reporting, and overall project management
- Proven leadership skills including problem solving, negotiation verbal, written and interpersonal communication skills
- Competent in the managing of small teams, budgets, financial reporting, acquittal of projects and digital analytics
- Demonstrated time management, prioritisation and attention to detail skills
- Knowledge of Tropical North Queensland tourism industry and the role of stakeholders highly regarded
- Well-presented and enthusiastic, positive attitude, strong work ethic and willingness to learn
- Well-developed computer skills and application in Apple, CRM, and digital marketing platforms
- Be physically fit with unrestricted ability to lift, bend, stretch and twist. Physical activities include walking, talking, standing, stooping, hearing, seeing, bending, reaching, feeling, writing, grasping, handling, stretching, balancing, pushing, and pulling;
- Exceptional teamwork skills and ability to also work autonomously
- Flexible approach to work with willingness and ability to demonstrate initiative and accept responsibility
- Ability to work flexible hours if required
- Australia driver's license is required and must be an Australian Permanent Resident or Citizen

Note: The above information on this position description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.