

# POSITION DESCRIPTION

<b>Position Title:</b>	<b>Marketing &amp; Campaigns Coordinator</b>
<b>Reports to:</b>	Global Brand & Campaigns Manager
<b>Direct reports:</b>	Media agency
<b>Award and Classification:</b>	As per Employment Contract

## Position Purpose

Reporting to the Global Brand & Campaigns Manager, under the General Manager - Marketing, the purpose of this role is to contribute to and maintain the day-to-day delivery requirements of TTNQ's Marketing and Content Strategy. The role will manage the successful delivery of *domestic* marketing activity across paid (brand and trade) and owned (social) channels, along with PR activities (media/influencer famils), in line with the marketing plan.

The role will be integral in achieving the share of voice (SOV) organisational targets and ensuring 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. This role supports the Global Brand & Campaigns Manager and works alongside the Digital & Content Specialist and is an integration point for broader leisure and events teams, TTNQ members and Industry.

*To summarise, 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"> <li>• Manage the domestic consumer marketing campaigns, covering:               <ul style="list-style-type: none"> <li>○ Brief development for external agencies/suppliers in line with the Marketing &amp; Content strategy and organisation targets, with support from the Brand &amp; Campaigns Manager</li> <li>○ Evaluate the media proposals and manage the implementation, working with the Digital &amp; Content Specialist for campaign rollout</li> <li>○ Analyse the post campaign reporting and provide necessary reports</li> </ul> </li> <li>• Project management and/or support of other marketing activity where required, including but not limited to:               <ul style="list-style-type: none"> <li>○ Management of the influencer program</li> <li>○ Assist when required on any media/trade famils and activities</li> <li>○ Management of member/partner communications in marketing co-op campaigns</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Successful implementation of Marketing &amp; Content strategy</li> <li>• Growth in marketing campaign metrics and channel traffic</li> <li>• Reports prepared and delivered within timeframe</li> <li>• Deliver marketing programs within budget and the agreed KPIs</li> <li>• Reach member campaign buy-in/co-op targets</li> <li>• Increased growth in owned channels across reach, engagement and CTR</li> </ul>

<ul style="list-style-type: none"> <li>○ Assist with content curation and creation, including sourcing photos and video, and video editing for social content;</li> <li>○ Maintain a close working relationship with Tourism &amp; Events Queensland and Tourism Australia marketing, Content &amp; Social teams;</li> <li>○ Maintain working relationship with key partners including liaising with members, agencies and suppliers; and</li> <li>● Manage the owned social media activity, (i.e. Facebook, Instagram, Twitter and YouTube), including scheduling, community management and monitoring of performance</li> <li>● Provide administration support to the marketing department through:             <ul style="list-style-type: none"> <li>○ Contributing to departmental reports, including campaigns and owned digital</li> <li>○ Assist in maintaining the consumer website including the updating of content and product listings and provide support to TTNQ's other website assets;</li> <li>○ Support the maintenance of Tropical North Queensland media library;</li> <li>○ Assist with processing of purchase orders and invoices; and</li> <li>○ Assist with the delivery of ad hoc projects</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Maintain SOV across TA/TEQ owned channels</li> <li>● Positive team, client and stakeholder engagement reviews</li> <li>● Administration duties are delivered in an accurate and timely manner</li> </ul>
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## General Duties

<ul style="list-style-type: none"> <li>● Maintain a friendly and approachable attitude towards clients and staff and a professional appearance;</li> <li>● Respect all equipment and property and use with care to avoid unnecessary damage;</li> <li>● Attend meetings as required;</li> <li>● Develop and maintain good working relationships with colleagues and clients;</li> <li>● Keep work areas tidy and clean;</li> <li>● All other duties as assigned;</li> <li>● Undertake the responsibilities of the position adhering to:             <ul style="list-style-type: none"> <li>○ Equal opportunity and anti-discrimination legislation and requirements;</li> <li>○ Workplace Health and Safety (WHS) legislation and requirements; and</li> <li>○ Legal requirements</li> </ul> </li> </ul>
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## Qualifications, Skills, Experience and Personal Attributes

### **Required:**

- Degree in marketing or related studies highly regarded
- Demonstrated experience in management of digital platforms in a consumer facing environment
- Ability to multitask and prioritise workload to meet deadlines
- Excellent attention to detail
- Excellent interpersonal skills, well-presented, enthusiastic, positive attitude and strong work ethic
- Ability to follow established procedures and practices
- Exceptional teamwork skills and ability to also work autonomously
- Flexible approach to work with willingness and ability to learn, demonstrate initiative and accept responsibility

### **Desirable:**

- Experience in planning integrated campaigns across consumer, media and trade activity from briefing to implementation and analysis reporting;
- Strong problem solving, verbal, written and interpersonal communication skills
- Demonstrated time management, prioritisation and attention to detail

*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.*