

# CONTRACTOR BRIEF

<b>Contractor role:</b>	<b>Social Media &amp; Marketing Contractor</b>
<b>Reports to:</b>	Global Brand & Campaigns Manager
<b>Liaises with:</b>	Digital & Content Specialist Office Manager, General Managers & CEO, as required
<b>Project timelines</b>	<b>December 2024 – June 2025</b> <b>2-3 days per week</b> , with some time spent in office

---

## Contract Purpose

The purpose of this role is to provide support to the Marketing department, including management of consumer social platforms (including eDMs) and delivery requirements of Tourism Tropical North Queensland's (TTNQ) Marketing & Content Strategy.

The purpose of this contract is to assist TTNQ 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 contract position supports the Global Brand & Campaigns Manager and works alongside the Digital & Content Specialist, with ad hoc broader support across the corporate and events teams.

## Project components incorporate

- Social media marketing management across owned (organic) channels and paid (campaigns)
- Creation and distribution of monthly consumer eDM
- Project management assistance in domestic marketing including but not limited to curation and creation of content, video editing, and website content updates
- Project management assistance in Corporate and Partnerships & Events departments including ad hoc design requirements for corporate documents

## Execution requirements

- Proven project management skills, within a tourism environment.
- Demonstrated experience in management of digital platforms and marketing in a consumer facing environment, including WordPress websites, Mailchimp platform, social media scheduling tools and Meta platform, design capabilities across Adobe Suite (InDesign, Premier Pro, Photoshop).
- Previous marketing campaign set up and roll out experience.
- High level of Tropical North Queensland region, products and industry knowledge.
- Ability to work with internal and external stakeholders, campaign partners and industry.
- Communicate and fully engage with the TTNQ team, including a portion of in-office time.
- Strong problem solving, verbal, written and interpersonal communication skills.
- Demonstrated time management, prioritisation and high attention to detail.

## Selection criteria

- Based in Cairns and surrounds, as this requires in-office time.
- Proven experience and understanding in media landscapes and campaign development across traditional and digital media, with previous experience in similar project management activities.
- Skilled and experienced in all project components including digital, social marketing and design platforms listed.
- Knowledge of Tropical North Queensland region, products/experiences and industry

<b>Specific Duties</b>	
<ul style="list-style-type: none"> <li>• Social media marketing management across all consumer facing channels (Facebook, X, Instagram, YouTube, and TikTok):               <ul style="list-style-type: none"> <li>○ Owned (organic) channels with 3 – 4 posts per week</li> <li>○ Social channel management in collaboration with media agency during campaigns</li> <li>○ Content creation, set up scheduling and community management</li> <li>○ Performance management and reporting</li> </ul> </li> <li>• Creation and distribution of monthly consumer eDM (100k+ database)</li> <li>• Project management as required to contribute to the delivery of TTNQ’s Marketing &amp; Content Strategy and associated KPI’s, including but not limited to:               <ul style="list-style-type: none"> <li>○ Assistance in updating content on consumer facing website including use of WordPress.</li> <li>○ Content curation and creation, including sourcing and editing of photos and video.</li> <li>○ Assist with the implementation of campaign and media activity, particularly in social channels.</li> <li>○ Maintain working relationship with key partners including liaising with members, agencies and suppliers.</li> <li>○ Contribution to departmental reports through provision of monthly social media performance updates</li> </ul> </li> <li>• Project management assistance as required in Corporate and Partnerships &amp; Events departments including:               <ul style="list-style-type: none"> <li>○ Assist in design requirements for corporate documents e.g. Annual Report, industry infographics and Membership Prospectus</li> <li>○ Other ad hoc tasks as required and available (out of scope)</li> </ul> </li> </ul>	<p><b>Success Indicators</b></p> <ul style="list-style-type: none"> <li>• Growth in social media channel metrics (reach, followers, engagement, CTR)</li> <li>• Provision of data for reports prepared and delivered within timeframe</li> <li>• Maintain SOV across TA/TEQ owned channels</li> <li>• Maintain database performance (open rate, click through rate) and growth in channel</li> <li>• Successful implementation of Marketing &amp; Content strategy</li> <li>• Positive team, client and stakeholder engagement reviews</li> <li>• All duties are delivered in an accurate and timely manner</li> </ul>

**To Apply**

Submit your proposal letter and resume via **SEEK** by **8am, Monday 2<sup>nd</sup> December 2024**.

Your response to include proposed contract inclusions (allocation hours per week and budget), plus out of scope capability (potential available time on ad hoc projects and rate).