

# POSITION DESCRIPTION

<b>Position Title:</b>	<b>Digital &amp; Content Specialist</b>
<b>Reports to:</b>	General Manager - Marketing
<b>Direct reports:</b>	Nil
<b>Award and Classification:</b>	As per Employment Agreement

## Position Purpose

Reporting to the General Manager - Marketing, the purpose of this role is to manage and deliver the day-to-day requirements of TTNQ's Global Marketing & Content Strategy. The role will be responsible for managing our digital agency, designing and implementing digital campaigns in partnership with internal and external partners, content creation across TTNQ's marketing channels (video, imagery, editorial) and managing the website and digital performance. This primarily includes content design and creation for marketing campaigns (consumer direct and trade) and PR activities globally, but also includes content strategy and partnerships with industry and trade partners to maximise the organisations digital reach.

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 General Manager - Marketing and works alongside the Marketing & Campaigns 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>• Development of digital and content strategies, in partnership with internal and external partners to maximise the organisations digital reach and SOV.</li><li>• Guide and bring in partners to help with the delivery of TTNQ's Marketing and Content Strategy, and associated KPI's, including but not limited to:<ul style="list-style-type: none"><li>○ Design and create advertising assets for integrated ATL and BTL campaigns, including print, digital, social and OOH;</li><li>○ Campaign comms rollout through paid media activity, including material instructions and dispatching (consumer and trade);</li><li>○ Negotiation of marketing partnerships with digital and content partners to extend TTNQ's reach and share of voice;</li><li>○ Design of campaigns to meet the needs of global markets, with content and designs informed through</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Input to and successful implementation of Marketing &amp; Content strategy to increase share of voice.</li><li>• Brand champion by adopting brand guidelines in artwork development and content development.</li><li>• Establishing and ensuring all partners meet the campaign deadlines.</li><li>• Growth in all digital channel metrics including traffic</li></ul>

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<p>consultation to meet the needs of different target audiences and cultures;</p> <ul style="list-style-type: none"> <li>• Manage TTNQ's digital channels and website performance, including, but not limited to:             <ul style="list-style-type: none"> <li>○ Content planning and implementation across owned channels</li> <li>○ Updating of content and product listings and provide support to all TTNQ website assets</li> <li>○ Development of blogs and other editorial as required</li> <li>○ Oversee and support SEO strategies and SEM campaigns</li> <li>○ Management of website performance, analysis and optimisation</li> </ul> </li> <li>• Assist with owned social media activity (Facebook, Instagram, X/Twitter, TikTok &amp; YouTube), including scheduling, community manage and monitoring of performance.</li> <li>• Actively contributing to the implementation of activities that build the global destination brand including:             <ul style="list-style-type: none"> <li>○ Content curation and creation, including sourcing photos and video, and video editing for social content</li> <li>○ Ensure all content is on brand and assist in the brand evolution</li> <li>○ Development and maintenance of internal assets (including presentations, documents and toolkit)</li> <li>○ Manage and maintain Tropical North Queensland media library and asset server</li> <li>○ Assist in design for Partnerships &amp; Events and Corporate/Admin department, as required</li> </ul> </li> <li>• Project management and/or support of other marketing activity and administration where required, including but not limited to:             <ul style="list-style-type: none"> <li>○ Maintain working relationship with key partners including liaising with members, agencies and suppliers</li> <li>○ Contributing to departmental reports, including campaigns and owned digital</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>	<p>volume, quality (dwell, page views etc), operator referrals, and regional dispersal</p> <ul style="list-style-type: none"> <li>• Increase share of voice of partners digital and content platforms.</li> <li>• Increased growth in content engagement rates.</li> <li>• Budgets managed and reports prepared and delivered within timeframe.</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

- 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 and member networking events as required;
- Develop and maintain good working relationships with colleagues and clients;
- Keep work areas tidy and clean;
- All other duties as assigned;
- 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

### Required:

- Degree in marketing, graphic design, visual comms, or related studies highly regarded;
- Highly competent in Adobe Creative Suite, Video editing skills and experience in HTML5 highly desirable;
- Able 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; and
- Flexible approach to work with willingness and ability to learn, demonstrate initiative and accept responsibility

### Desirable:

- Experience in a similar role highly regarded;
- Demonstrated experience in partnership negotiations, strategy development and cooperative campaign design and implementation;
- Demonstrated experience in content creation, videography, photography and print;
- Demonstrated experience in management of digital platforms in a consumer facing environment including WordPress websites;

*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.*