



The
Whitsundays

THE HEART OF THE GREAT BARRIER REEF

POSITION DESCRIPTION

Tourism
Whitsundays

Destination Marketing | Industry Development | Visitor Services

Marketing & Digital Coordinator

In the Heart of the Great Barrier Reef lies The Whitsundays, 74 island wonders in the tropical warm waters of the Coral Sea. Swim with thousands of brightly coloured fish and brilliant corals while snorkelling or scuba diving, and witness diverse marine life, including humpback whales, dolphins, turtles and dugongs.

The Whitsundays offers some of the world's best sailing, so charter a boat and cruise the islands or even board a tallship, all the while enjoying the beautiful sunsets and relaxing waters of the Whitsunday islands. Or, if you prefer something more adventurous, join a jetski or ocean rafting tour and skim across the water in style or soar above the magical Heart Reef from the air.

Sink your toes into the white silica sands of famous Whitehaven Beach, regularly voted one of the world's best beaches. Spend the day on the beach or explore the breathtaking beauty of Hill Inlet, a stunning cove where the tide shifts the sand and water to create a swirling fusion of turquoise colours.

Soak up the tropical, laid-back lifestyle, laze on one of the many uncrowded beaches, relax with a sunset cocktail and let your everyday stresses melt away. Explore the endless natural landscapes, soak up the sun, and indulge in fresh local seafood at one of the many al-fresco restaurants after a great day.

You'll find every kind of beauty, adventure and luxury here in The Whitsundays, at the Heart of the Great Barrier Reef.

Position Description

Position title:	Marketing and Digital Coordinator
Location:	Tourism Whitsundays Head Office, 1/5 Carlo Drive, Cannonvale QLD 4802
Reports to:	Marketing Manager
Direct reports:	Nil
Basis of Employment:	Full time

Our Organisation

The Whitsunday Tourism Association was originally established in 1982 as the peak industry association responsible for destination promotion and development for the region.

The Tourism Whitsundays (TW) Board consists of a maximum of 11 directors -7 elected directors and up to 4 invited directors, representing Island Resorts, Accommodation, Marine, Youth and Tourism Transport sectors, Tourism & Events Queensland, Whitsunday Regional Council Mayor, Bowen Tourism & Business Chair, and selected invitees.

Tourism Whitsundays is an industry-driven, membership-based organisation. It is the lead agency recognised by Tourism Whitsundays and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination.

TW is at all times seeking to recruit talented and committed people who:

- recognise the value and respect the privilege of working for the community;
- demonstrate leadership by making a difference and achieving positive outcomes;
- behave in a way that earns trust and mutual respect;
- support each other and respect diversity;
- understand the importance of relationships;
- strive for solutions-based approaches; and
- behave in an ethical and accountable manner.

Purpose of the role

The Marketing and Digital Coordinator is responsible for supporting the marketing activities of Tourism Whitsundays, managing all elements of TW's online platforms, both leisure and corporate-focused, to meet the key goal of generating destination awareness, increasing visitation, length of stay, expenditure and dispersal across The Whitsundays. This role provides key support to the Marketing and PR team with planning, coordination, implementation, development, sales, and public relations.

This role will contribute to the organisation's tourism marketing plan and is a member of a dedicated and cohesive team that develops positive relationships with stakeholders, thereby securing support, cooperation and funding to sustain TW's role as the driver of tourism in the region. There may be a requirement to work on public holidays and/or weekends as directed, some intrastate and interstate travel required.

The Marketing and Digital Coordinator will coordinate Tourism Whitsundays online presence including the website and SEO, develop, maintain, manage and curate content for social media accounts, online content including media library and content partnerships and e-commerce, the development and implementation of strategies, the coordination and hosting of digital influencer familiarisations, the coordination and attendance (where relevant) of campaigns, workshops, incentives, consumer and trade events, and the coordination of segment activities.

You will bring to the role

Must have	Great to have
<ul style="list-style-type: none">• Digital Marketing and SEO qualifications• Proficiency in MS Office Suite (including Outlook, Word, Excel, and Powerpoint), and Adobe Photoshop and Corel Draw• Practical experience with web analytics and statistical and report writing skills• Ability to keep abreast of best practice digital marketing activities and share relevant insights and learning's with internal teams• Marketing campaign coordination• Able to meet targets and report within set timelines & guidelines and to a high standard• Highly developed written communications skills with the ability to maintain strong attention to detail and take pride in the quality of work produced• Effective verbal communication and interpersonal skills, with the ability to liaise with people at all levels in an informative, accurate and positive manner• Ability to prioritise, organise and complete work within established deadlines, and to maintain a consistent level of professionalism	<ul style="list-style-type: none">• Experience in the tourism industry• Experience with brand management• A can-do attitude and the willingness to go beyond the call of duty when the need arises.• Experience in coordinating and developing itineraries for key influencers• Previous experience in managing a tourism website• Geographical understanding of The Whitsundays• Current knowledge in dealing with tourism operators and of the protocols in dealing with customers from diverse cultural backgrounds

<ul style="list-style-type: none"> • An ability to work effectively within a busy team environment and also to work unsupervised at times • Strong stakeholder and customer focus and genuine desire to assist team members • Experience working across all communication channels, including digital and social media • Experience in preparing marketing collateral, presentations, sales material and reports 	
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How will you do it?

Capability	How you will display it
<ul style="list-style-type: none"> • <u>Agile</u> Being adaptable and flexible through changing thinking and behaviour in response to new information when faced with challenges. 	<ul style="list-style-type: none"> • Seeks higher responsibility when initiatives are likely to impact • Team solutions focused when managing obstacles to change • Considers and assures relationship owners for stakeholders who may be affected by a workplace or industry change
<ul style="list-style-type: none"> • <u>Influential</u> Encouraging people to understand and accept new or alternative options to guide behaviours and decisions. 	<ul style="list-style-type: none"> • Assures correct decision-makers involved and prepares information to help "set the scene" • Shares interests and considerations from various perspectives when exploring options • Maintains composure and constructive communication when interactions become challenging or confrontational
<ul style="list-style-type: none"> • <u>Collaborative</u> Working with others as a team player and sharing resources and information that may improve individual, team, TW and/or stakeholders effectiveness. 	<ul style="list-style-type: none"> • Seeks expert input (internal/external) at various stages of work delivery (e.g. strategising, planning, implementing or reviewing) • Recognises efforts and inputs from others • Makes time to check in with team members and broader
<ul style="list-style-type: none"> • <u>Focused on Greater Good</u> Approaching work and stakeholders with a genuine focus on the greater good to achieve TW's outcomes and strengthen partnerships 	<ul style="list-style-type: none"> • Uses "how and why" questions to understand the value of work activities, rather than comply • Language, decisions and actions align with TW's direction and the role of TW's partners • Attends events and reviews information to keep updated on TW and its value add

What will you do?

Accountability	Major Activities
Marketing	<ul style="list-style-type: none"> Actively maintain and improve the website, social media and wider online presence for Tourism Whitsundays Supporting the preparation and implementation of short and long term marketing plans for Tourism Whitsundays Identifying new opportunities to increase marketing of The Whitsundays through direct to consumer and trade activity Management of budget across small projects Coordination of marketing campaigns and communications for consumer and trade activity Coordination of digital familiarisation tours and hosting Assist in positioning The Whitsundays as an attractive alternative to an overseas holiday for the domestic market Assist in increasing awareness of the Whitsunday coast and island product in the domestic and international markets Communicate to domestic and international markets the broad range of activities and experiences available Communicate and establish a point of difference for the Whitsundays in the domestic and international markets EDM Activation Manage TW Media Library
Digital	<ul style="list-style-type: none"> Manage the website, including SEO, adwords, making recommendations that will enhance the user experience, work to grow traffic and time spent on the site, and search engine optimisation Manage day to day activities of social media accounts including developing and curating content , monitoring online conversations and maintaining a social media calendar to compliment overall marketing activity, grow fans and levels of engagement, and monitor new opportunities to make recommendations for future growth strategies Manage the sales and implementation of advertising on TW's destination and corporate websites and meet agreed sales targets Identify enhancements and facilitate implementation where applicable Coordinate online content and partnerships
Brand	<ul style="list-style-type: none"> Assist with the management and control with the usage and maintenance of The Whitsundays brand Confirm all of the organisation's usage or brand guidelines and ensure all team members are aware of the correct use Ensure all content in usage aligns with brand guidelines
Segment Activity	<ul style="list-style-type: none"> Manage the planning, preparation and implementation of all segment activities in line with the Tourism Whitsunday Marketing Plan
Team Work and collaboration	<ul style="list-style-type: none"> Work with the team to establish and maintain a culture of teamwork, achievement, accountability and outcome focus

	<ul style="list-style-type: none">• Foster, a collaborative team spirit, focused on service delivery to both internal and external stakeholders• Proactively keep up to date with issues that may impact Tourism Whitsundays corporate goals and strategic objectives• Actively participate as a team member across Tourism Whitsundays, contributing to and undertaking special projects and activities, as required• Promote teamwork and achievement of common purpose by encouraging all Tourism Whitsundays team members to share information and ideas• Undertake other duties as directed by the Marketing Manager
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