



The
Whitsundays

THE HEART OF THE GREAT BARRIER REEF

POSITION DESCRIPTION

Tourism
Whitsundays

Destination Marketing | Industry Development | Visitor Services

Publicity and Communications Manager

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 after a great day, indulge in fresh local seafood at one of the many al-fresco restaurants.

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:	Publicity and Communications Manager
Location:	Tourism Whitsundays Head Office, 1/5 Carlo Drive, Cannonvale QLD 4802
Reports to:	CEO/ 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 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.

TW is seeking to recruit talented and committed professional who:

- Recognises, values, and respects the privilege of working for the community;
- demonstrates leadership by making a difference and achieving positive outcomes;
- behaves in a way that earns trust and mutual respect;
- supports others and respects diversity;
- understands the importance of relationships;
- strives for solutions-based approaches; and
- behaves in an ethical and accountable manner.

Purpose of the role

The Publicity and Communications Manager develops and implements all public relations activities and marketing content initiatives, across multiple platforms and formats to drive visitation, dispersal, expenditure and length of stay across the Whitsundays Region. The position has no direct reports; however works closely with the wider team on publicity, communications and content. Marketing support staff at times will take instruction and direction from the Publicity and Communications Manager. This position will require budgetary responsibility; the ability to develop and implement the PR and digital strategy; capacity to manage and maximise media partnerships, strong engagement with local and regional media to drive the corporate success of the organisation; and global media relationships to drive the success of the destination and its members.

You will bring to the role

Must have	Great to have
<ul style="list-style-type: none">• Strong relationships with media outlets regionally, nationally, internationally or the drive to build• 5 years' experience in public relations, corporate communications, social media management, website development and content marketing• Proven track record designing and executing successful public relations campaigns• Proficiency in creating, editing, and promoting written, visual and digital content• Ability to develop and implement PR & Digital Content Strategy for the organisation that is underpinned by the Marketing Plan• Ability to develop content consistent with the Company's brand voice, style and tone• Understanding of the top media channels in the industry, which content and approaches work on each and why• Clear articulation of the business goal behind the creation of a piece of content• Ability to manage a set of goals involving diverse contributors and content types• Outstanding writing and editing skills• Ability to interpret technical information and translate it into simple, effective communications• Ability to synthesize complex information and situations to develop clear solutions and recommendations• Proficiency in the use of Microsoft Office products, in particular SharePoint, Teams, Word, Excel, PowerPoint and Outlook, and other software systems with accurate word processing and data entry skills	<ul style="list-style-type: none">• Experience in the tourism industry• Degree in Marketing, Advertising, Communications, Digital Communications• Understanding of the top media channels in the industry, which content and approaches work on each and why• Crisis Management• Comprehensive knowledge of the Whitsundays and its experiences• A can-do attitude and the willingness to go beyond the call of duty when the need arises.• Experience in developing trade and/or PR familiarisation trip itineraries.• Comprehensive knowledge of the Whitsundays and it's experiences• Knowledge of e-comms systems such as MailChimp

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 are 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 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
Publicity	<ul style="list-style-type: none"> • Create engaging editorial copy including press releases, feature stories, blog posts, fact sheets, drive itineraries, pic ops, media alerts, short videos, etc., and upload relevant content to TW's media distribution tools. • Identify angles and pitch story ideas and copy to targeted media outlets including on-line, print, broadcast, social media and key influencers. • Initiate global publicity through the dissemination of relevant media content to all key partners in consultation with the Marketing Team & CEO. • Develop itineraries for media and key digital influencers. • Maintain an understanding of industry trends affecting customers and make appropriate recommendations regarding communication strategy surrounding them. • Manage and support PR activations through partner media agencies.
Corporate Communications	<ul style="list-style-type: none"> • Proactively source, research and write a variety of communication tools including: newsletters, and internet websites, media releases, speeches, briefing notes and other tools as requested. • Coordinate corporate events key announcement activity and respond to media enquiries. • Facilitate media opportunities and interviews with key regional and local media to promote the work of Tourism Whitsundays. • Provide communications advice and briefings to key stakeholders as required. • Be agile and responsive in engaging with internal and external stakeholders to assist in the development of and aligned with TWs corporate objectives. • Amplify Tourism Whitsundays achievements through social media platforms, Facebook, TikTok and LinkedIn. • Manage the company e-newsletter fortnightly • Prepare the content for the columns in the local newspapers.
Stakeholder Relationships	<ul style="list-style-type: none"> • Develop strong links across TW groups to ensure two-way feedback relating to corporate communications issues. • Provide high level of customer service to TW internal and external stakeholders to assist in the development of wider corporate strategies.
Planning and team work	<ul style="list-style-type: none"> • Develop multi-media PR/digital plans for campaigns and brainstorm ideas and opportunities to drive consumer awareness of the key visitor experiences in Whitsundays destinations. • Proactively become familiar with the Whitsunday's tourism products, events and experiences. • Project manage the best publicity outcomes for TW, members and the destination.
Digital Assets	<ul style="list-style-type: none"> • Keep the Tourism Whitsundays website current and fresh through constantly creating new content and updates to design. • Develop and implement the Whitsundays messaging through the destination social media accounts Twitter, Facebook, YouTube, Instagram, TikTok and look at new and emerging platforms to engage with. • Use market insights to develop written and visual content that engages visitors.

	<ul style="list-style-type: none"> • Ensure all content is on brand. • Oversee the engagement to messages, comments and enquiries through the Marketing and Digital Coordinator.
Other duties	<ul style="list-style-type: none"> • Ensure work is achieved within budget and in line with TW objectives. • Ensure tasks undertaken adhere to all TW's Policies, Guidelines and Procedures. • Grow and maintain TW's databases and media management tools. • Produce quality correspondence, reports, and submissions as required. • Management of support staff as required. • Meet and brief TW's internal and external stakeholders. • Other duties as directed.

Key Performance Indicators

- ✓ Build and maintain effective relationships with key media, partners and stakeholders
- ✓ Meet reporting deadlines.
- ✓ Effective time management.
- ✓ Achieve best publicity outcomes for The Whitsundays and TW members.