

POSITION VACANT - TOURISM WHITSUNDAYS

PUBLICITY AND COMMUNICATIONS MANAGER

Contract full-time position

Located in Cannonvale, The Whitsundays, Heart of the Great Barrier Reef

[Click here to view full Position Description](#)

Overview:

- Tourism Whitsundays is an industry driven marketing organisation funded by Whitsunday Regional Council, Tourism and Events Queensland and membership from the tourism industry.
- The position 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 reports to the CEO & Marketing Manager.
- Key skills required include, strong relationships with media outlets regionally, nationally, internationally, a high degree of professionalism and confidentiality, high degree of attention to detail, high-level written and oral communication skills, ability to manage workload and conflicting deadlines.

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.

Duties will include the following:

- 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.
- 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.
- Facilitate media opportunities and interviews with key regional and local media to promote the work of Tourism Whitsundays.
- 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 and LinkedIn.

The position will be full-time, Monday to Friday, with hours to be discussed with successful applicant. Some weekends and evenings may be required including monthly networking nights.

If you are interested in this job, apply by submitting the following:

1. Cover letter addressing how your skills meet the 'what you will do' section of the [Position Description](#)

Tourism Whitsundays

PO Box 479 | Cannonvale QLD 4802
1/5 Carlo Drive | Cannonvale QLD 4802
+61 7 4948 5900
www.tourismwhitsundays.com.au



THE HEART OF THE GREAT BARRIER REEF

2. Your resume
3. An example of a Media Release announcing a new product in The Whitsundays, that you have prepared.

Submit applications to reception@tourismwhitsundays.com.au For further information please phone 07 4948 5900.

Applications close on 22 June 2022.

Tourism Whitsundays

PO Box 479 | Cannonvale QLD 4802
1/5 Carlo Drive | Cannonvale QLD 4802
+61 7 4948 5900

www.tourismwhitsundays.com.au



Destination Marketing | Industry Development | Visitor Services