



The
Whitsundays

THE HEART OF THE GREAT BARRIER REEF

POSITION DESCRIPTION

Tourism
Whitsundays

Destination Marketing | Industry Development | Visitor Services

Marketing 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 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:	Marketing 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 Coordinator will support the diverse marketing activities of Tourism Whitsundays. This role is integral in providing key support to the Marketing team through planning, coordination, and implementation of various marketing initiatives. The Marketing Coordinator will assist with the development and execution of marketing strategies, contributing to the promotion and visibility of the Whitsundays as a premier tourist destination.

Working closely with the Marketing Manager, the wider Tourism Whitsundays team and the tourism industry, the Marketing Coordinator will coordinate marketing campaigns, design marketing collateral, undertake marketing administration tasks and collaborate generally with the marketing team on all activity.

What you will bring to the role

Must have	Great to have
<ul style="list-style-type: none">• Experience in marketing, graphic design or communications• A positive, can-do attitude and enthusiasm to learn• A creative and strategic outlook• Highly-developed written and verbal communication skills• Strong organisation, time management and problem-solving abilities• Exceptional attention to detail• Experience using Canva or Adobe Suite programs• An ability to work effectively within a busy team environment, and also to work unsupervised at times• A proactive approach to resolving queries and problems• Experience in preparing marketing collateral, presentations, sales material and reports.• 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">• A marketing, design, communications or a relevant qualification/degree• Knowledge of the tourism industry and/or The Whitsundays• Strong graphic design skills• Experience with video editing• Familiarity with CMS platforms and email marketing

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"> • 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
Marketing	<ul style="list-style-type: none"> • Coordination of marketing campaigns and communications for consumer and trade activity • Supporting the preparation and implementation of short and long term marketing plans for Tourism Whitsundays • Creation of marketing collateral including social media creative and print advertisements • Upholding The Whitsundays brand in all elements of the role • Support of PR activations and website management as required • Preparing for and attending related events, trade shows and conferences where appropriate • Identifying new opportunities to increase marketing of The Whitsundays through direct to consumer channels • 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 • EDM Activation • Design and deliver high-quality marketing collateral and stakeholder/corporate communications for print, electronic and social media • Provide reporting on activity as required • Support the marketing team on reporting for stakeholders including council, state government and members • General marketing administration tasks as required
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. • 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.