

## Appendix A

### Job Description

Job Details:	
<b>Position:</b>	Marketing Coordinator
<b>Purpose of Position:</b>	To help deliver against targets by coordinating the marketing and sales programs and by providing tourism and reservations team support
<b>Reports to:</b>	Director of Tourism and Marketing
<b>Direct Reports:</b>	No immediate direct reports

Marketing	
<ul style="list-style-type: none"><li>• Contribute to the development and implementation of annual marketing plan(s) and strategies to support and facilitate achievement of the company's overall business goals and objectives.</li><li>• Maintenance of tourism websites, including both company sites and third-party platforms, ensuring online platforms are maintained with consistent and current information.</li><li>• Contribute to the digital and social marketing media programme.</li><li>• Maintain a database of imagery and ensure relevant permissions exist for sharing</li><li>• Provide relevant content for social media and websites, including coordination of packages and blog content.</li><li>• Coordination of a variety of marketing collateral</li><li>• Coordination of Trade Show stands</li></ul>	
Tourism Team Assistance	
<ul style="list-style-type: none"><li>• Maintain an effective follow-up system and follow-up items as necessary.</li><li>• Organise meetings, seminars etc as required, including booking venues, arranging catering, co-ordinating attendee availability, invitations, arranging equipment and other resources required for presentations and other activities, and co-ordinating travel requirements.</li><li>• Manage travel requirements for the Tourism Team in accordance with Company travel policies. This includes ensuring travel needs are met while ensuring the cost effectiveness of travel.</li></ul>	
Project Management	
<ul style="list-style-type: none"><li>• Carry out marketing activities as set out within the approved marketing plan and budget.</li></ul>	
Client servicing and feedback	
<ul style="list-style-type: none"><li>• Assist with the implementation of regular customer satisfaction and feedback surveys to monitor performance and identify requirements for future products.</li><li>• Create reports and disseminate feedback to key stakeholders</li></ul>	

<b>Communication</b>
<ul style="list-style-type: none"> <li>• Liaise with internal and external customers, distributors, and suppliers, as required</li> </ul>
<b>Reservations Support</b>
<ul style="list-style-type: none"> <li>• Respond to customer enquiries</li> <li>• Ensure databases are up to date</li> <li>• Follow all lead tracking and reporting processes</li> </ul>
<b>Reporting and general assistance</b>
<ul style="list-style-type: none"> <li>• Prepare relevant, accurate monthly reports in a timely and efficient manner and specialist reports as required.</li> <li>• Assist with preparation of companywide presentations, drafting reports, itineraries and supporting information</li> <li>• Other support functions that may be required from time to time</li> </ul>

<b>Behaviours critical to this role:</b>	
<b>People focus</b>	
<b>Interpersonal skills</b>	<ul style="list-style-type: none"> <li>• Good at relating to others</li> <li>• Tactful and diplomatic</li> <li>• A good listener, can read others and quickly see how to conduct an effective conversation with them</li> </ul>
<b>Customer Focus</b>	<ul style="list-style-type: none"> <li>• Addresses (internal and external) customer concerns with energy and enthusiasm, assumes full responsibility for meeting their expectations for value, timeliness, and quality</li> <li>• Effectively anticipates the needs of customers including landowners</li> <li>• Flexible and willing to adjust direction based upon input from customers</li> <li>• Makes a point to get customer feedback</li> </ul>
<b>Decision making</b>	<ul style="list-style-type: none"> <li>• Sorts through the available facts and opinions</li> <li>• Can look at a situation objectively</li> <li>• Ensures consistency with policies and management direction</li> </ul>

<b>Priority setting</b>	<ul style="list-style-type: none"> <li>• Good at setting and managing priorities</li> <li>• Recognises things that need to be done in order of importance and plans time and resources to get them done</li> <li>• Is good at delegating to others</li> <li>• Says no to distracting activities and lets everyone know that they cannot do everything</li> <li>• Links priorities directly to key performance measurements</li> </ul>
<b>Knowledge &amp; Skills</b>	<ul style="list-style-type: none"> <li>• Keeps up to date with tourism industry trends and understands and applies to Westervelt as appropriate and in consultation with team</li> <li>• Shares knowledge and skills with staff to ensure successful succession planning and to maximise people development opportunities</li> </ul>
<b>Learning and Change</b>	<ul style="list-style-type: none"> <li>• Is prepared to actively consider changes that could improve the business</li> <li>• Undertakes personal development training and applies the outcomes to daily activities</li> </ul>

### Competencies:

#### Core Competencies

- Teamwork
- Time management and priority setting
- Initiative
- Communication
- Organisational skills
- Effective delegation
- Attention to detail

#### Job Specific Competencies

- Computer literacy
- Excellent oral and written communication skills
- People and relationship building skills
- Social media, trade show and digital and print experience
- Networking skills

### Education / Qualifications:

#### Essential

- Tertiary qualification with marketing focus
- Driver's licence

#### Preferred

- University degree

**Experience:****Essential**

- 1-2 years Marketing experience, minimum
- Sales experience
- Website and social media copywriting experience

**Preferred**

- Brand management experience
- Experience within tourism sector

**Additional Comments:**

- Time management
- Written and verbal communication skills
- Computer skills