

POSITION DESCRIPTION

MARKETING COORDINATOR

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| Position Title: | Marketing Coordinator |
| Responsible To: | General Manager – Sales and Marketing |
| Department: | Sales and Marketing |
| Classification Level: | 5 |

OUR VISION

To be Australia's favourite Tourism, Sport and Leisure destination for everyone.

OUR PURPOSE

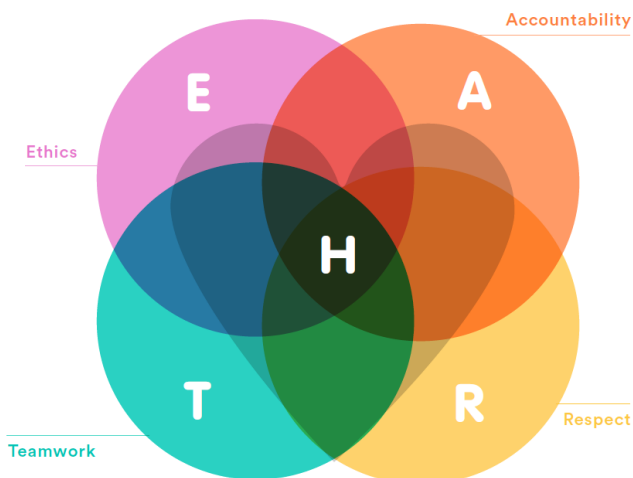
To care for and enhance West Beach Parks for current and future generations.

OUR VALUES

HEART

[H]EART is the collection of our Values: Ethics, Accountability, Respect and Teamwork that we are proud to live by everyday.

This HEART framework describes our way of operating, our actions, the pulse of our organisation.





| Primary Purpose Of Role | <p>The primary purpose of the Marketing Coordinator is to support West Beach Parks (WBP) revenue growth by assisting in the execution of sales and marketing strategies that drive revenue, increase brand awareness, and enhance guest/visitor engagement. The role also provides administrative support to the General Manager – Sales and Marketing (GMSM) and the overall Sales and Marketing Department.</p> | | |
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| Key Result Areas | Responsibilities | Measures | |
| Social Media | <ul style="list-style-type: none"> • Manage WBP social media presence across platforms such as Facebook and Instagram by developing engaging content, maintaining a consistent brand voice, and ensuring alignment with the overall sales and marketing strategy • Create and maintain a monthly social media content calendar for approval by the GMSM, incorporating promotions, events, special offers, and brand storytelling to enhance audience engagement • Develop, execute, and optimise paid social media advertising campaigns, including audience targeting, budget management, and A/B testing to maximise reach, engagement and conversion rates • Monitor and analyse social media performance metrics using analytics tools, providing monthly reports with insights and recommendations to improve engagement, website traffic, and direct bookings • Actively engage with guests, followers, and potential customers by responding to comments, messages, and reviews in a timely, professional, helpful and customer-first tone to foster relationships and enhance brand loyalty • Identify opportunities for influencer collaborations and user-generated content, leveraging partnerships to expand brand reach and credibility | <ul style="list-style-type: none"> • Engagement metrics • Content calendar adherence and quality • Paid social media campaign performance • Customer engagement and brand loyalty | |



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| <p>Digital Marketing</p> | <p><u>West Beach Parks Website</u></p> <ul style="list-style-type: none"> • Develop compelling and conversion-driven website content that enhances the user experience, drives direct bookings, and aligns with brand messaging. This includes landing page promotions, seasonal campaigns, blog articles, and key marketing initiatives • Optimise website content for search engines (SEO) to improve organic traffic and visibility, ensuring the use of relevant keywords, metadata, and internal linking strategies • Create and maintain a content calendar for the website, ensuring timely updates for promotions, special offers, and guest engagement initiatives • Monitor and analyse website performance metrics, including traffic sources, bounce rates, time on site, and booking conversion rates. Provide monthly reports with actionable insights and recommendations to improve user experience and sales performance • Ensure WBP website content is accurate, engaging, and up to date, including pricing, descriptions, promotions, amenities, and policies. On a monthly basis review and audit the website for consistency and accuracy <p><u>Other</u></p> <ul style="list-style-type: none"> • Manage WBP presence across all online travel agencies (OTAs) and distribution channels, ensuring that listings are continuously optimised with compelling copy, high-quality visuals, and accurate descriptions • Maintain and update all online digital marketing listings, including Google My Business and the Australian Tourism Data Warehouse, ensuring accurate and consistent representation of WBP brand across all platforms | <ul style="list-style-type: none"> • Website conversion rate and direct bookings • Search engine rankings and organic traffic • Content accuracy and timeliness • OTA and digital marketing platform performance |
| <p>Branding and Visuals</p> | <ul style="list-style-type: none"> • Design and create marketing collateral for promotions, events, and precinct activities (e.g., brochures, flyers, posters, digital content) • Create and update signage for physical and digital screens around the precinct, ensuring alignment with brand standards • Design graphics for digital channels (website, social media, email campaigns) that are optimised for platforms and on-brand | <ul style="list-style-type: none"> • Audience engagement • Internal stakeholder feedback • Effectiveness of materials in supporting marketing and event objectives |



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| Guest and Stakeholder Communications | <ul style="list-style-type: none"> • Develop and distribute a monthly email newsletter for Beach Club loyalty program members, delivering personalised content, special offers, and updates to foster loyalty and engagement • Respond promptly to guest feedback across all online review platforms (e.g., TripAdvisor, Google Reviews, social media) within 72 hours, maintaining a professional, helpful and customer-first tone to enhance guest satisfaction and brand reputation • Review and update the accommodation guest pre-arrival newsletter on a weekly basis to ensure content is current, relevant, and informative, promoting a seamless and welcoming guest experience • Collaborate with the GSM to develop and distribute all tactical campaign Electronic Direct Mail (EDMs), ensuring the email campaigns are on-brand, targeted, and aligned with sales objectives | <ul style="list-style-type: none"> • Engagement metrics (open rates, click through rate) • Response times • Content relevance • Feedback from both guests and internal stakeholders • Alignment with sales and marketing objectives |
| Administrative and Financial Support | <ul style="list-style-type: none"> • Process all sales and marketing invoices accurately and efficiently, ensuring proper documentation and timely submission for approval, and liaising with the Finance Department for any discrepancies • Evaluate and manage Free-of-Charge (FOC) and Sponsorship requests in accordance with the agreed internal criteria, reviewing each request thoroughly before coordinating responses, ensuring alignment with brand guidelines and sales objectives • Provide administrative support as directed by the GSM, which may include supporting the execution of special projects • Prepare and complete the monthly end-of-month report for the GSM, summarising key sales and marketing activities, performance metrics, campaign results, and financial updates, with recommendations for improvements or adjustments as necessary. | <ul style="list-style-type: none"> • High levels of accuracy • Effective time management and efficiency • Deadlines met |



Work Health and Safety

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| <ul style="list-style-type: none"> • Take reasonable care for own health and safety and that of others whilst at work • Promote health and safety awareness by setting a good example • Comply with all WBP WHS policies, procedures, work instructions, guidelines etc. • Comply with all reasonable instructions issued by your Supervisor and WBP to protect your own personal health and safety and that of others • Not perform any procedure or task unless you have received appropriate training and instruction • Use safety devices and protective equipment correctly and in accordance with procedures/work instructions • Report potential and actual hazards • Report any near miss, accident or injury you sustain at work or outside of work • Keep work areas in a safe condition, ensure good housekeeping and safe access and egress • Participate in consultation regarding WHS | <ul style="list-style-type: none"> • Demonstrates safe work practices • Policies, procedures and work instructions compliance • All required WHS training completed • Correct use of all safety devices and protective equipment • Correct reporting system is used to report potential and actual hazards • Correct reporting system is used to report any near miss, accident or injury sustained at work or outside of work • Participates in keeping work areas in a safe condition, good housekeeping and safe access and egress |
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Our Values

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| ETHICS – we do the right thing | To demonstrate Ethics, I <ul style="list-style-type: none"> - Do what I say - Value what we stand for - Do the right thing - Act consistently and with integrity - Care and follow the rules |
| ACCOUNTABILITY – we own our actions and behave responsibly | To demonstrate Accountability, I <ul style="list-style-type: none"> - Learn from my mistakes - Use my skills to do my job - Am proud of what I do - Own the decisions I make - Deliver on my promises |
| RESPECT – for our visitors, each other, and our environment | To demonstrate Respect, I <ul style="list-style-type: none"> - Appreciate the differences in our teams - Help visitors and our team - Look after and protect the environment - Listen to what others have to say - Am polite and kind to others |
| TEAMWORK – we work together to create and deliver a great visitor experience | To demonstrate Teamwork, I <ul style="list-style-type: none"> - Contribute my best - Work for our common goals - Am open and supportive of others - Recognise others for their work - Share and celebrate success |



Competency Areas

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| Customer Experience | <p>I demonstrate proven ability and commitment, to providing a high-quality customer service and advice in line with WBP Customer Experience (CX) Promise.</p> <ul style="list-style-type: none"> - Honest, reliable and authentic. - People are not numbers. - Listen and act. - Go above and beyond. - Make it easy. - Communicate, communicate, communicate. |
| Achievement Orientation | <p>I set moderately difficult goals and achieve required results through independent effort.</p> <p>I demonstrate a high level of determination and persistence where goals are clear.</p> <p>I promote and justify own approach and decisions within area of responsibility.</p> <p>I emphasise high standards to others.</p> <p>I establish priorities systematically, differentiating between urgent, important, and unimportant tasks.</p> <p>I set high performance standards.</p> |
| Continuous Improvement | <p>I demonstrate ability to improve business systems efficiency by seeking alternative methods to improve business practices.</p> |

Selection Criteria

Candidates should ensure that their application clearly demonstrates their ability to meet the Essential Criteria detailed below:

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| Qualifications | <ul style="list-style-type: none"> • Cert IV Qualification or above in Marketing or marketing-related areas (or subsequent experience as detailed below) • National Police Clearance • Current Australian Driver's Licence | Essential |
| Experience | <ul style="list-style-type: none"> • 5 years experience in a marketing role (without a qualification) or 2-3 years' experience in a marketing role (with a qualification) • Experience in the tourism, sports and/or leisure industries | Essential |



Skills and Knowledge

- Strong knowledge of social media platforms, and content creation
- Proficient in Microsoft Office Suite and marketing tools (e.g., Google Analytics, MailChimp, Hootsuite,)
- Excellent written and verbal communication skills
- Strong organisational skills with the ability to manage multiple tasks and meet deadlines
- Creative, detail-oriented, and proactive with a passion for tourism and marketing.

Essential

Resources and Budget

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| Number of Staff reporting to position | Nil |
| Financial Delegation (\$) | \$2,200 |
| Special Conditions | A flexible approach to working days and hours will be necessary to provide assistance with events and the management of social media. |

Acknowledgement

I have read this job description and fully understand the requirements set forth therein. I understand that this is to be used as a guide and that I will be responsible for performing other duties as assigned.

Name: _____

Signature: _____ Date: _____