

Position Outline	
Title:	Marketing and Partnership Executive (MPE)
Position Summary:	The MPE will be responsible for growing and maintaining strong industry partnerships and promoting the Douglas region as an aspirational destination through execution of the marketing strategy and associated plans.
Remuneration:	To be determined relevant to experience
Term:	As per letter of offer
Main Relationships:	Directors, Managers, Staff, Government, Members and Port Douglas and Daintree Businesses and Communities.
Position Reports To:	Executive Officer
<p>Background</p> <p>Tourism Port Douglas Daintree is one of Queensland’s most successful Local Tourism Organisations. While working closely with Tourism Tropical North Queensland as part of the Queensland Regional Tourism network TPDD is responsible for Destination Marketing activities for the tourism industry of Douglas Shire Council Region.</p> <p>Port Douglas Daintree Tourism Limited, trading as Tourism Port Douglas Daintree (TPDD), is a not-for-profit company limited by guarantee. It is a membership-based organisation governed by a skills-based board of directors. TPDD provides industry support in respect to co-ordinated promotional and destination marketing activities and mentoring of member products.</p> <p>TPDD works in partnership with its member businesses, council and regional/national bodies to market the destination domestically and internationally and drive visitation to the region.</p>	
<p>Workplace Health & Safety Responsibilities</p> <p>The employee shall comply with the Work Health & Safety Act, Regulations, Codes of Practice and the Company’s Workplace Health & Safety policies and procedures and shall comply with instructions given by the Board and Executive Officer in respect of the health & safety of themselves and of other persons.</p> <p>The Executive Officer shall be responsible for ensuring that all appropriate steps are taken by the Company and the Board to ensure that each and every Director and officer of the Company complies with their respective obligations under section 27 of the Work Health and Safety Act 2011 (Qld)</p>	
PRIMARY OBJECTIVES	
<p>Partnership Development</p> <ul style="list-style-type: none"> • Service existing members with exceptional customer service and delivery of agreed partnership benefits. • Identify opportunities and implement initiatives to grow the membership base to secure additional funding to expand the organisation’s capacity. • Identify opportunities for cooperative marketing activities to optimise available marketing budget. • Deliver timely industry updates to membership and broader industry database through email, social media, event invitations and other identified means. 	

- Help extend the organisation’s positive reputation beyond the membership base to ensure greater understanding of its value across the wider Douglas business community.

Digital Marketing

- Help with creation and delivery of the company’s digital marketing strategy.
- Develop specific digital campaigns with EO inline with strategic direction.
- To Maintain the TPDD website through timely updates, content creation, SEO, and other website tasks as required.
- Ensure marketing assets on the TPDD website are current and up to date.
- Develop and maintain social media channels.
- Increase consumer database and create consumer eDM campaigns to promote region.

Destination Marketing

- Work with tourism organisations, media outlets and other industry partners to create media famil itineraries.
- Host media and tourism trade representatives as required.
- Develop and distribute collateral for the region
- Attend trade events as required.
- Conduct workshops and educationals on the Port Douglas Daintree region as required.
- Grow company databases for dissemination of information through social media and the newsletter.
- Proof print marketing campaigns.
- Write and collaborate on grant and awards submissions.
- Collate relevant regional news updates and grant announcements for circulating to members.
- Develop email marketing campaigns as required.
- Maintenance and updating of email templates across all databases (including member, incentive, industry and consumer)
- Work with EO to develop and implement marketing campaigns that utilise website, social media and other online channels.
- Monitor and record website statistics through Google Analytics for progress reporting to EO on monthly, quarterly and annual basis.
- Support cruise ship visits.
- Assist in creating campaigns to increase visitation.

Skills, Qualifications and Attributes required

Qualifications & Experience

- A tertiary qualification in Business, Marketing or Tourism Management is desirable
- Qualification or proven experience in a similar role.
- High competence in Microsoft office suite including outlook, excel and PowerPoint
- High competence in Electronic Direct Mail marketing software

Skills & Attributes

- Minimum 2 years’ experience in an office or tourism business
- Strong written and verbal communications skills
- Ability to work autonomously or as part of a team
- Held in high repute within the tourism industry
- Ability to form and maintain positive, strong working relationships with TPDD members and key stakeholders to facilitate the accomplishment of organisational goals.

Applications

Applications should include a covering letter outlining relevant competencies and experience. Applications will need to be received no later than 10am (AEST) on Friday 19th July 2024 through the SEEK portal.