

YARRA RANGES TOURISM LTD



POSITION DESCRIPTION

Title: **MARKETING CO-ORDINATOR**

Reporting to: **MARKETING MANAGER**

Work Type: **FULL TIME (MON-FRI)**
With some after hours from time to time.

Location: The position will be primarily based at the administrative office in Lilydale. Travel to onsite locations of tourism businesses within the region will also be required.

Date of Update: 02 August 2021

OUR ORGANISATION

Yarra Ranges Tourism is a regional tourism organisation that exists to partner with local business, government and allied associations to market the Yarra Valley and the Dandenong Ranges brand strengths. Identified as food and wine, agribusiness, culture, nature based and general tourism. Targeting domestic and international markets, resulting in economic prosperity, business growth, employment creation and sustainable community development for the region. For further information go to yarrarangestourism.com.au

Our Vision: To promote and support the region of the Yarra Valley and the Dandenong Ranges to be Victoria's premier visitor destination for exceptional wine, food and indulgent short breaks complemented by nature based, cultural and village experiences.

Our Mission: To lead collaborative marketing of the Yarra Valley and Dandenong Ranges. Facilitated by effective partnerships that embrace industry groups and product diversity to attract, service and retain the visitor.

Our Organisational Values:

- Engagement – we involve, inform and listen to the tourism community.
 - Integrity – we practice honesty, openness and transparency as we deliver on our promise.
 - Excellence – we strive for continuous improvement in all we do to facilitate more visitation.
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POSITION OBJECTIVE

The Marketing Co-ordinator has responsibility for the implementation of the organisation's marketing (branding and tactical). The position will effectively administer and add value to a multi-faceted content delivery strategy across various iterations of print and digital channels. The work will be designed to promote visitation to the Yarra Valley and Dandenong Ranges and create reasons to return.

Specifically, the organisation's marketing seeks to increase visitor numbers, promote regional dispersal and increase length of stay and spend.

PRIMARY RESPONSIBILITIES

- Work to measurable marketing objectives and create suitable strategies to deliver increased branding and tactical campaign activity.
- Ensure the responsive delivery of day-to-day marketing initiatives and digital content.
- Stakeholder liaison including local tourism operations, local government and Visit Victoria.
- Identify marketing opportunities through relevant industry insights.
- Work with stakeholders to leverage the organisation's marketing budget and strategies
- Collaborate with the team to develop specific digital strategies, projects and campaigns from concept to implementation.
- Determine suitable strategies to grow consumer databases to support visitation to the Yarra Valley and Dandenong Ranges.
- Provide ongoing analysis, reporting and insights into website performance, search engine optimisation and search engine marketing.
- Monitor, recommend and implement improvements for company website usability, content and conversion opportunities.
- Ongoing familiarisation of local tourism products.
- Support other team members as required to deliver projects to attract and service the visitor.

- Contribute to a high performing team that delivers quality information and branding associated with visiting the Yarra Valley and Dandenong Ranges.

KEY RESPONSIBILITY AREAS

Marketing

- Plan and implement tactical marketing initiatives in accordance with budget and overarching KPI's
- Identify opportunities and provide advice for product development to support the growth, refinement or development of YRT target markets
- Provide analysis and advice on customer segments based on market research.
- Analyse the cost and effectiveness of marketing and communications campaigns and make recommendations to improve the success of future campaigns and initiatives.
- Collaborate with industry partners and stakeholders to deliver collective marketing initiatives to promote and sell the products of the region.
- Support media familiarisations and supporting documentation.
- Research and write engaging, relevant and accurate content across printed publications and digital mediums.

Digital

- Maintain an understanding of the latest trends in digital and recommend improvements for ensuring the content, function and visual integrity of the organisation information is maintained.
- Monitor and evaluate statistics for digital activity such as Google Analytics and social media insight tools.
- Competence of delivering inbound digital marketing strategies and keeping up to date with the latest practices.
- Experience with web content management.
- Undertake SEO and SEM initiatives to deliver increased digital performance.
- Ensure accuracy of all marketing communications.
- Awareness of visual/graphic design and process in order to deliver the branding of the organisation and region.
- Understanding of graphic formats, file sizing and photo editing
- Actively working with the organisation to enhance and develop the visitor websites of visityarravalley.com.au / visitdandenongranges.com.au and offpeakweddings.com.au to meet visitor expectations
- Provide ongoing feedback on how the websites can be improved to drive further sales and visitor conversion

- Monitor and develop content for our social media accounts, hashtags and key search terms across all online activities.
- Deliver partner requests for bespoke digital packages and their partner benefits.

Product Knowledge

- Develop an ongoing understanding of regional tourism product.
- 'Listen' to the marketplace and customer requirements across digital experience.
- Flexible approach to new ideas / embrace changes as the market dictates, allowing the organisation to be pro-active in its marketing activities

Administration

- Provide timely and relevant reports to management about marketing opportunities and results.
- Ensure logical filing and archiving of organisation's marketing materials and assets.
- Effective time management and ability to work with tight deadlines.
- Uphold company policies and procedures including adopting safe work practices.
- Provide reporting information and analysis to the CEO and Board as required.
- Undertake project work as directed by the CEO to deliver the organisation's Strategic Plan.

SELECTION CRITERIA

CRITERIA	SPECIFIC COMPETENCIES
Marketing	• Demonstrated ability to research, develop and deliver marketing campaigns that meet specific objectives. • Excellent written and verbal communication skills. • Knowledge and experience in contemporary marketing, communications and promotes principles and practices.
Digital	• Demonstrated experience in the development and ability to deliver inbound digital marketing strategies. • Knowledge of a variety of digital platforms suitable for regional promotion.

Qualifications & Experience	• Tertiary qualifications in marketing or related discipline or demonstrated industry experience in a similar role. • Proficient in the use of traditional software applications such (Microsoft word, Excel, Powerpoint, email) and other online tools (Google Apps, Hubspot, Drupal or Wordpress, Facebook, Instagram, design suite apps).
Personal	• Self-motivated and ability to apply initiative to projects and daily work. • Ability to think creatively and strategically. • Ability to work independently with team goals. • Effective administrative and time management skills. • Experience in working across a variety of concurrent priorities.

PERFORMANCE INDICATORS AND MEASURES

1. Marketing

Focus: Ability to research, develop and deliver marketing campaigns that meet specific objectives

Indicators:

- a) Undertake relevant consumer research into specific market segments.
- b) Develop and evaluate marketing initiatives and campaigns for return on investment.
- c) Timely delivery of campaign information and relevant communications.

3. Digital

Focus: Effective delivery of content and digital inbound marketing strategies

Indicators:

- a) Deliver suitable and accurate content to support the organisation's websites and social media to meet the needs of the visitor.

- b) Development and delivery of effective Search Engine Marketing activities that will grow digital performance and branding of the region
- c) Consistent delivery of the regional branding across all content and platforms

3. Administration

Focus: Efficient delivery of business administration tasks and support of team projects.

Indicators:

- a) Accurate reporting in a timely manner
- b) Ability to meet deadlines and manage priorities
- c) Efficient contribution to team goals and projects
- d) Maintain accurate records on databases

Incumbent Name: _____

Signed: _____

Appointment Date: _____

Signed by CEO: _____

Name: _____

Date: _____