

Grampians Wimmera Mallee Tourism

Position Title: Marketing Manager

Organisation: Grampians Wimmera Mallee Tourism (GWM Tourism)

Location: Grampians & Wimmera Mallee Region, Victoria, Australia

About GWM Tourism:

GWM Tourism is a newly formed Visitor Economy partnership, and its charter is to deliver a co-ordinated approach to marketing, product development, industry development and infrastructure investment. We do this by supporting operators in the visitor economy, offering creative destination marketing opportunities and providing capacity building industry activities to raise the profile of our region and increase visitor yield, dispersal and length of stay.

GWM Tourism is the peak industry body for tourism in the Grampians Wimmera Mallee region. It is directly supported by Department of Jobs, Skills, Industry and Regions (Victorian State Government), Ararat Rural City, Horsham Rural City, Northern Grampians Shire, Southern Grampians Shire, West Wimmera Shire, Hindmarsh Shire, Yarriambiack Shire and Buloke Shire Council and over 300 industry partners.

Position Overview:

We are seeking a self-motivated and innovative Marketing Manager for a newly created role reporting to the Chief Executive Officer and representing one of the State's new Visitor Economy Partnerships located in the stunning Grampians Wimmera Mallee regions. This is an outstanding opportunity for a strategic leader to build and manage the Visit Grampians and Visit Wimmera Mallee brands. If you have a passion for all things marketing, digital, PR and social media and want to unleash your creativity, then this will be a great position for you! Apply now!!

Responsibilities and duties.

The Marketing Manager will play a key role in the marketing and promotion of the GWM Tourism region and facilitating new business sales, develop new products and drive business revenue to grow the visitor economy in the GWM Region. The role will have a broad directive including assisting the CEO and board to deliver the strategic plan, annual business plan and Destination Management Plan.

- **Strategic Planning:** Develop and implement comprehensive marketing strategies aligned with the organisation's goals and objectives to increase visitation, length of stay and yield to the GWM tourism region.
- **Brand Management:** Safeguard and enhance the GWM brand, ensuring consistency in messaging and visual identity across all marketing channels.
- **Digital Marketing:** Oversee digital marketing initiatives, including social media, website content, email campaigns, and online advertising, to increase the organisation's online presence and engagement.
- **Content Creation:** Collaborate with internal and external stakeholders to create compelling and relevant content that showcases the unique attractions and experiences offered by the Grampians region.
- **Campaign Management:** Plan, execute, and evaluate marketing campaigns to drive awareness, engagement, and visitation to the GWM, utilising a mix of traditional and digital channels.
- **Market Research:** Stay abreast of industry trends, conduct market research, and analyse data to identify opportunities and threats, providing insights to inform marketing strategies.
- **Partnership Development:** Build and maintain effective partnerships with tourism operators, local businesses, government agencies, and other key stakeholders to amplify the impact of marketing initiatives. Attending trade shows and hosting media and trade familiarisations.
- **Budget Management:** Manage the marketing budget efficiently, ensuring cost-effectiveness and a measurable return on investment.
- **Public Relations:** Lead the development and implementation of strategic communications, and public relations plans.

Qualifications, Skills & Experience we think are ideal:

- Bachelor's degree in marketing, Business, or a related field. Advanced degree or relevant certifications are a plus.
- Proven experience in a marketing management role, preferably within the tourism or hospitality industry.
- Strong understanding of digital marketing, social media, and content creation.
- Excellent communication and interpersonal skills.
- Strategic thinker with the ability to analyse data and make informed decisions.
- Creative mindset with a passion for promoting regional tourism.

System Experience:

Experience managing media and processes in the following systems and programs would be an advantage.

- Microsoft Office 365 (Teams, Word, PowerPoint, Excel etc)
- Mailchimp Database Management

- Knowledge of CMS platforms (e.g., WordPress) for managing and updating website content.
- Social Media (Meta Business Manager, Facebook, Instagram, LinkedIn, TikTok)
- Google Suite (Analytics, YouTube)

Position specific requirements.

- Current passport and driver's licence
- This position has a requirement to work out of hours, and it will involve evening or weekend work.
- The position will require in region, metropolitan and some interstate travel.

Conditions.

- Reports to Chief Executive Officer.
- Manages external contractors, administration liaison.
- The employment is full-time ongoing.
- A three-month probation period will apply.
- GWM Tourism HQ is based in Halls Gap.
- Salary \$100,000 (plus Super).

Enquiries:

Marc Sleeman, CEO Grampians Tourism Inc. ceo@grampianstourism.com.au | 0437 530 148

Applications close at 5pm on Friday 22nd March 2024. For further details on Grampians Tourism please visit our website: www.grampianstourism.com.au

Grampians Tourism acknowledges the traditional Aboriginal owners of country and pay our respects to them, their culture and their Elders past, present and future.