

# **Grampians Wimmera Mallee**

## Tourism

**Organisation:** Grampians Wimmera Mallee Tourism

**Location:** Halls Gap, 3381

**Position:** PR and Communications Specialist

**Hours:** Part-time (15 hours per week, flexible arrangements available)

### **About Us:**

GWM Tourism is a newly formed Visitor Economy Partnership, and its charter is to deliver a coordinated 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.

At Grampians Wimmera Mallee Tourism, we cover two unique regions, and their respective consumer brands, [Visit Grampians](#) and [Wimmera Mallee](#). With the recent merge of the two regions to form one, GWMT is seeking a skilled and enthusiastic individual to execute and bolster the PR and communications work for both regions.

### **Job Description:**

We are seeking a dynamic and experienced Public Relations and Communications Specialist to join our team. Reporting to the Chief Executive Officer, this part-time role offers flexible hours for the right candidate, allowing you to work around your schedule. The ideal candidate will be passionate about PR, skilled in media relations, and capable of creating compelling content for industry and consumer communications. The role will be hands-on, with the right applicant possessing strong attention to detail and efficient copywriting skills. The role will directly support our purpose to inspire visitation, increase overnight stays, and visitor expenditure through the promotion and development of our industry, culture, product, and experiences.

### **Key Responsibilities:**

#### **1. Media Relations:**

- Draft and distribute press releases to relevant media outlets.
- Build and maintain relationships with journalists, bloggers, and influencers.
- Secure earned media coverage in local, regional and national outlets.
- Monitor media coverage using our media software.
- Analyse the impact of media coverage and adjust strategies accordingly.

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## **2. Communications:**

- Create and distribute Email Direct Marketing (EDM) campaigns.
- Utilise MailChimp templates for EDMs.
- Write and upload editorial blogs to the consumer website.
- Perform revisions for EDM and blog content as needed.

## **3. Strategic Planning:**

- Develop comprehensive PR campaigns aligned with our marketing objectives.

## **4. Reporting and Analysis:**

- Prepare reports on PR activities and outcomes.
- Analyse key performance indicators (KPIs) and recommend improvements.

## **Qualifications:**

- Proven experience in public relations, media relations, or a related field. Relevant qualifications desirable.
- Excellent writing and communication skills.
- Strong organisational and project management skills.
- Ability to work independently and as part of a team.
- Familiarity with MailChimp and content management systems is a plus.

## **Benefits:**

- Flexible working hours
- Opportunity to work with a passionate and dedicated team
- Competitive salary
- Professional development opportunities

**How to Apply:** Please submit your resume, a cover letter detailing your experience and interest in the role, and examples of previous PR and communications work to [ceo@gwmtourism.com.au](mailto:ceo@gwmtourism.com.au) by 5pm August 28 2024.

For further details on Grampians Wimmera Mallee Tourism please visit our websites:

[www.gwmtourism.com.au](http://www.gwmtourism.com.au).

[www.visitgrampians.com.au](http://www.visitgrampians.com.au)

[www.visitwimmeramallee.com.au](http://www.visitwimmeramallee.com.au)

# **Grampians Wimmera Mallee** *Tourism*

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