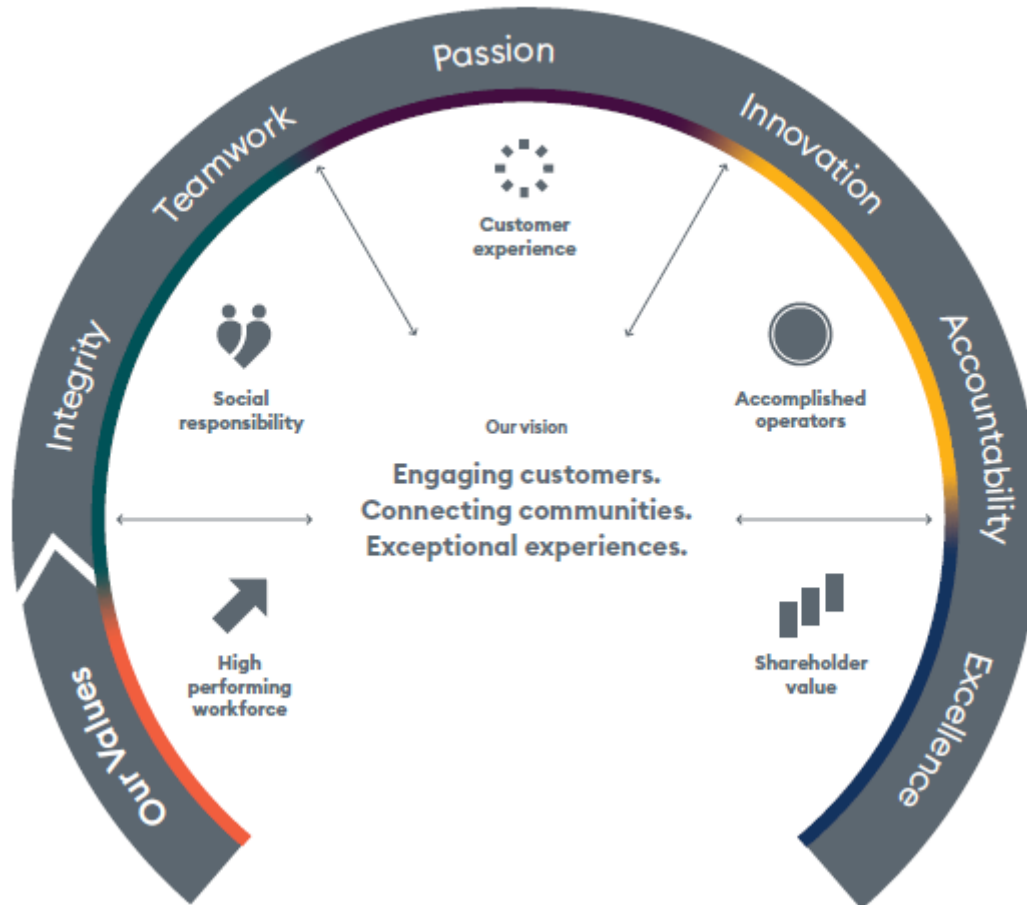


Queensland Airports Limited Role Description



Our Vision defines our purpose. Our five pillars guide our strategic direction. Within each pillar are strategies to deliver our goals and realise our vision. These strategies drive our existing business and underpin any acquisitions. Our Values influence the right behaviours when making decisions to achieve our Vision

Position Title:	Marketing Coordinator
Location:	Gold Coast
Department:	Business Development & Marketing
Reports to:	Marketing Manager
Reporting to this position:	Nil

Position Purpose

The Marketing Coordinator is responsible for supporting a wide range of marketing functions, including communications, advertising, branding, digital marketing, and social media for all of Queensland Airports Limited, Airports including Gold Coast Airport, Townsville Airport, Mount Isa Airport and Longreach Airport.

Job Role Requirements

Objective 1: Marketing Coordination

- Coordinate the development of a range of marketing campaigns with Queensland Airport Limited partners based on the cooperative marketing campaign schedule, including collateral development, monitoring, post-campaign reporting and ensuring campaign deadlines and objectives are met.
- Assist in the development and implementation of the company's brand strategy
- Interpret marketing proposals, read media activity plans to assess their value for money
- Liaise with creative and advertising agencies
- Provide marketing support to Commercial department for retail and car park, assisting to manage a marketing calendar with activities and activations in the terminal throughout the year.
- Coordinate merchandising requirements for Queensland Airports Limited Group marketing activities.
- Prepare copy and content for QAL group collateral, including e-marketing activities, brochures, advertorial content.

Objective 2: Digital Media Management

- Ability to update content management system (CMS) development, deployment, and maintenance.
- Content updates for QAL ports websites, to ensure information is kept up to date and opportunities are effectively leveraged.
- Specialise in digital content and e-marketing distribution through the businesses Marketing and Sales Clouds.
- Support the execution of Queensland Airports Limited, social media strategy including scheduling organic and paid posts, monitoring performance, gathering insights to optimise for future campaigns and reporting.

Objective 3: Research and Reporting

- Generate monthly Social Media Reports for the Board and Executive Teams.
- Provide accurate marketing and industry intelligence updates for monthly reports.
- Ensure all QAL marketing related finance and administration requirements are up to date.
- Provide reports and results showing the ROI at the completion of each campaign.
- Data Custodian for Gold Coast, Townsville, Mount Isa and Longreach Airport Marketing and ensure SharePoint is structured appropriately.

Objective 5: Project Participation / Innovation / Continuous Improvement

- Manage and develop relationships with QAL Group service providers and prepare creative briefs for projects/initiatives as required.
- Work closely with suppliers to ensure projects are delivered efficiently.

Objective 6: Workplace Health and Safety, Environmental

- Take reasonable care for your health and safety.
- Take reasonable care for the health and safety of others including the implementation of risk control measures within your control to prevent injuries or illnesses.
- Comply with any reasonable instruction in relation to WHS by the Company.
- Co-operate with any reasonable policies and procedures of the QAL and associated entities including the reporting of hazards or incidents via the QAL reporting process.
- Other responsibilities as outlined in the QAL WHS management system.
- Adhere to the locations Environmental Management System (EMS) as relevant to your work activities.
- Attend EMS related training.
- Undergo and pass a Police Records Check to obtain and ASIC.

Key Stakeholders

Internal: Management and staff at all levels within the QAL Group.

External: Airlines, tourism organisations and operators, advertising and creative agencies, sponsorship partners, website host(s) and digital media agencies.

Key Capabilities Required to Perform Role

Educational Qualifications:

- Bachelor degree in Tourism and/or Marketing/Communications.

Professional Experience:

- Minimum 2 years work experience in a marketing role.
- Experience within the tourism industry/ aviation and hospitality.

Specific Job Knowledge, Skills and Abilities:

- Proven experience in digital/visual media design.
- Proven experience in managing front end of consumer websites or corporate and CMS platform
- Proven experience in managing social media accounts.
- Proven experience in copy writing.
- Advanced computer skills – particularly in Microsoft Office including PowerPoint and Adobe Creative Suite including Indesign, Illustrator and Photoshop.
- Previous use of marketing automation platform, for example Salesforce.
- Organized multitasker able to handle many diverse projects at once and meet tight deadlines.

Acknowledgement

I acknowledge that I have read and understood the key result areas described in this Role Description and agree to carry out my duties and responsibilities to the best of my ability. I also understand that at times I may be required to undertake other duties relevant to the position that are not listed in this statement. I acknowledge my employer's right to alter this Role Description from time to time in accordance with company requirements.

Name

Date

Signature

Approved by Line Manager (Signature and Date)		
Reviewed by HR (Signature and Date)		
Version:		Date: