

MARGARET RIVER BUSSELTON TOURISM ASSOCIATION

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TOURISM ASSOCIATION INC.

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Job Description

Position	Marketing Coordinator
Department	Group Marketing
Location	Margaret River
Reports to	Destination Marketing Manager
Date	April 2021

About the Role

The Marketing Coordinator is responsible for the implementation of the Association's Marketing Plan across its owned, earned and paid media channels as directed by the Destination Marketing Strategy. This includes:

- Development and coordination of content assets such as blog stories, itineraries, photo, video and printed collateral
- Coordination of content at the consumer, corporate websites, destination app and visitor centre touchscreens
- Syndication of content via targeted eDM's, social media and other marketing platforms

Key Accountabilities

Marketing support

- Assist in developing and implementing marketing activities in support of the Marketing Strategy/Plan
- Assists with execution of Marketing projects such as the website redevelopment as guided by the Destination Marketing Manager

Content Development

- Develop and implement yearly content plan in collaboration with Destination Marketing Manager
- Coordinate image library requests, digital asset metadata & curation of seasonal image library
- Assists with photo shoots as required; sourcing talent, styling shoots, liaising with members
- Develop content for Visitor Centre Promotional Screens (Canva or Indesign)
- Assist in the design and production of printed material and marketing support collateral

Websites (including consumer, corporate)

- Maintain and refresh website landing pages

- Write, edit and publish blog stories, itineraries, events and member content
- Brief writers, photographers and video editors to develop content for margaretriver.com and campaigns as per the content plan
- Control all metadata in WordPress, including the categorisation and tagging of blog stories, members and events
- Share published content as appropriate with social media contractors, internal and external stakeholders
- Curate and publish member website advertising

eDM's

- Develop monthly consumer & media e-newsletter and other communications as required
- Manage email database including acquisition, segmentation, subscriber engagement and workflows
- Monitor and report on campaign performance

Event Partnerships

- Develops and delivers event marketing partnerships
- Coordinates event banner calendar (MRVC)
- Curate and publish all events on margaretriver.com

Additional Responsibilities

- Other duties as directed by the Group Manager Marketing and Destination Marketing Manager
- Provides support to other departments as required
- Actively supports and demonstrates MRBTA's values and behaviours
- Positive feedback from key stakeholders