

JOB DESCRIPTION

Job Title:	Marketing Executive
Department:	Skyline Queenstown
Group / Team:	Marketing
Responsible To:	Head of Marketing NZ (once appointed)
Responsible For: (Total number of staff)	0
Job Purpose:	The Marketing Executive plays a critical role in supporting the Skyline Queenstown Marketing Team. This entails implementing marketing plans, coordinating activities, overseeing account applications, famil requests, updating trade channels, and monthly productivity reports. While ensuring alignment with business objectives across marketing channels, this role requires strong organisational skills, attention to detail, and the ability to work collaboratively with cross-functional teams to deliver effective marketing strategies and experiences.
Date last reviewed:	May 2025

SKYLINE VALUES



- We're ambitious and bold
- We always challenge the status quo
- We demand the best and protect our values
- We lead by example



- We look after one another
- We value our guests and treasure their experiences
- We respect our environment and our community
- We build a safe space for ourselves and our guests



- We make growth happen
- We anticipate and welcome change
- We get on with stuff and always go above and beyond
- We own our actions and we inspire others to succeed



Key Relationships

External: • Design Agencies • Printing suppliers • Advertising suppliers • Signwriting suppliers • Travel media • Destination Queenstown • Local agents • IBO's
Internal: • Head of Sales (NZ) • Head of Marketing (NZ) • CX & Digital Team – Head Office • HODs • Hosts and other front-line staff • Departmental staff

Key Result Areas

Responsible for
Key Result Area: Marketing Expected Results • Implement and execute marketing campaigns and initiatives in line with the company's strategic marketing plan. • Conduct market research and analysis to identify target audiences, trends, and opportunities for growth. • Create and manage marketing collateral, including digital and print materials, ensuring brand consistency and high-quality standards. • Collaborate with cross-functional teams to drive promotions, events, and partnerships that align with business objectives. • Monitor and analyse campaign performance metrics, providing actionable insights for continuous improvement. • Stay up to date with industry trends, emerging technologies, and best practices in marketing. Key Result Area: Operational Excellence Expected Results • Work closely with internal stakeholders to ensure smooth execution of marketing activities, adhering to timelines and budgets. • Coordinate with external vendors and agencies to develop and implement marketing initiatives effectively. • Collaborate with the Head of Marketing (NZ) and Head of Sales (NZ) and operations teams to align marketing efforts with revenue goals and customer experience enhancements.

Responsible for

- Assist in the development and implementation of customer loyalty programs and initiatives to drive customer engagement and retention.
- Monitor and report on competitor activities, identifying opportunities to strengthen our market position.
- Assist in operational roles when additional support is needed during peak seasons and be available for weekend and public holiday cover to support events and key campaigns.

Key Result Area: Marketing Support

Expected Results

- Assist in the execution of marketing campaigns and initiatives, aligning with the company's comprehensive plan.
- Collaborate with cross-functional teams to ensure the seamless implementation of marketing , and community engagement activities.
- Support the development and management of and marketing content and collateral, ensuring brand consistency and quality standards.
- Coordinate promotional events, partnerships, and campaigns that contribute to the achievement of business goals in marketing.
- Participate in monitoring and analysing campaign, and community engagement performance metrics to provide insights for continuous improvement.
- Process new trade account applications
- Coordinate media and trade familiarisation (famil) requests
- Establish digital trade accounts, visiting local agents for training
- Generate monthly productivity reports.
- Developing trade promotions and collateral, reporting on trade promotions using PowerBI and providing input into Trade Marketing plans.

Key Result Area: Administrative Coordination

Expected Results

- Provide administrative support to the Marketing team, including scheduling meetings, managing calendars, and maintaining organized sales, marketing, and community engagement files and documents.
- Assist in the coordination of marketing, and community engagement-related projects, ensuring timely completion and adherence to quality standards.
- Maintain accurate records of marketing, and community engagement activities and expenses for reporting and analysis purposes.
- Collaborate with external vendors and agencies for the timely delivery of sales, marketing, and community engagement materials and assets.
- Coordinate with the Marketing team to ensure efficient project management and communication within the marketing and community engagement team.

Key Result Area: Communications

Expected Results

- Assist in the creation of engaging content for digital platforms, including the website, social media, email marketing, and blogs, supporting both marketing and sales efforts.

Responsible for
• Ensure consistent messaging and brand voice across all communication channels in both sales and marketing. • Manage social media accounts, creating and curating content, engaging with followers, and implementing social media strategies to enhance brand visibility and community engagement. • Lead community engagement initiatives, fostering positive relationships with the local community and key stakeholders. • Maintaining relationships and delivering product training to trade partners including inbound agents, wholesalers, local agents and OTA's.

Person Specification

Qualifications (or equivalent level of learning)

Essential:	Desirable:
• 5+ years of marketing experience or Tertiary qualification in a related field, sale, marketing and /or communications and / or advertising	

Knowledge / Experience

Essential:	Desirable:
Applicants must hold a relevant bachelor's degree or a minimum of five years of relevant experience. The 5 years' experience must be relevant and ideally requires the candidate to have: • At least 3 years of experience with hands-on digital marketing (Instagram, TikTok, Facebook, LinkedIn), CMS (WordPress or similar), and email platforms (Mailchimp). • At least 3 years of experience managing campaign budgets, including budget tracking, invoice coding, and ensuring	• Working knowledge of design tools such as Canva and Adobe InDesign & Photoshop • Experience in the Tourism/Travel Industry including understanding trade accounts. • Knowledge of the New Zealand tourism landscape including key trends, regional competitors and local media. • Experience or strong interest in content creation for social media would be an advantage.

financial accountability. • At least 2 years of experience providing Trade Marketing support including developing collateral, reporting on trade promotions and delivering product training to trade partners. • At least 1 year of experience leading multi-day photoshoots. • Hands-on experience with social media management including content scheduling, analytics and paid ads. • Experience with email marketing platforms and website updates. • Strong copywriting and proofreading skills • Creative problem-solving and strong time management.	
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General

Any other duties which may be related to and consistent with the above job description as directed by the Head of Marketing or nominee.

Flexibility to work weekends and public holidays during peak seasons or for key events, as required.

Maintain a public image which is compatible with the highest standards at all times whilst on the premises or representing Skyline in a work capacity.

Ensure all aspects of the company's purpose, focus and core values are upheld.

Ensure full confidentiality is maintained at all times.

Change to job description

From time to time it may be necessary to consider changes in the job description in response to the changing nature of our work environment– including technological requirements or statutory changes. This Job Description may be reviewed as part of the preparation for performance planning for the annual performance cycle or as required.

I accept the roles and responsibilities of **Marketing Executive**.

Employee Name
Employee Job Title

Date