



**We're Skyliners**  
Inspired by every smile.

## Skyline Enterprises Group

### Position Description (Schedule B)

<b>Company</b>	Skyline Enterprises	<b>Date</b>	July 2025
<b>Title</b>	<b>Marketing Coordinator</b>	<b>Reports to</b>	Marketing Manager
<b>Team</b>	Marketing	<b>Location</b>	Rotorua

#### Our Purpose

***Skyline's purpose is to share real fun with the world. Gravity is our superpower. But not our only power...***

- Provide support and assistance to the NZ Marketing team and wider company particularly in the digital and online space.
- Follow the social media marketing plan and create content and update Skyline Rotorua's social media channels and regular EDM's to maximise brand presence and engagement with customers with the aim to increase revenue and profitability for the company.

#### Our Values and Culture

Skyline Enterprises is a leader in the New Zealand travel and tourism sector. We are successful because of the commitment of our staff towards our company's purpose; to share real fun with the world. We have three values that sum up how we communicate, behave, and work together to achieve our goals. We're Skyliners. We're brave, we care, and we do everything we can to deliver real fun and make people smile.

**we're  
brave**

**we  
care**

**we  
do**



## Scope of Role

<b>Direct Reports</b>	<ul style="list-style-type: none"> <li>• Nil</li> </ul>	<b>Peers</b>	<ul style="list-style-type: none"> <li>• Sales Executive</li> </ul>
<b>Operating dimensions</b>		<b>Authority</b>	<p>Decisions</p> <ul style="list-style-type: none"> <li>• In accordance with Delegated Authorities and approved business plans</li> <li>• Day to day business, operations, and people decisions</li> </ul> <p>Recommendations</p> <ul style="list-style-type: none"> <li>• Research &amp; Development projects</li> <li>• Social Media/Marketing improvements</li> <li>• Marketing enhancements</li> </ul>

## Key Relationships

<b>Internal</b>	<ul style="list-style-type: none"> <li>• NZ Marketing Team</li> <li>• CX and Digital Team</li> <li>• Skyline Rotorua Senior Leadership Team</li> <li>• Skyline Head Office</li> </ul>	<b>External</b>	<ul style="list-style-type: none"> <li>• Suppliers</li> <li>• Contractors</li> <li>• Wholesalers</li> <li>• Media Companies</li> </ul>
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## Key Accountabilities and Tasks

(Additional responsibilities and accountabilities that may be reasonably directed by the company from time to time).

	Description	Weighting
<b>Marketing Support</b>	<p>This role will assist the Marketing Manager with research and development initiatives through:</p> <ul style="list-style-type: none"> <li>• Administrative support around maintaining databases, sending follow up emails, sending trade rates as required.</li> <li>• Project work as identified in conjunction with Sales and Marketing Manager.</li> <li>• Completing background research needed for media releases on topical events, stories etc. to support media releases and host media onsite when required.</li> <li>• Sourcing relevant content to communicate and promote events, specials, promotions, operational changes, etc. in conjunction with the Marketing Manager</li> <li>• Coordinating and assisting with marketing campaigns, including email marketing, social media promotions, content creation, and advertising.</li> </ul>	25%

Collateral	<ul style="list-style-type: none"> <li>Assisting in the creation and maintenance of marketing materials, such as brochures, presentations, sales kits, and other sales enablement tools.</li> <li>Supporting the planning and execution of events, including trade shows, conferences, and product launches, ensuring logistics, materials, and coordination are handled effectively.</li> <li>Handling administrative tasks, such as scheduling meetings, managing calendars, preparing presentations, and coordinating travel arrangements.</li> </ul>	
	<p>This role will assist the Marketing Manager and management teams within the Skyline group with digital tasks/projects as required. These will be determined by the needs of the company but may include the following:</p> <ul style="list-style-type: none"> <li>Ensuring website content is accurate and reflects and operational, product and pricing changes.</li> <li>Executing social/online content calendar in conjunction with Sales and Marketing Manager.</li> <li>Ensuring third party website content is up to date and maintained.</li> <li>Developing regular newsletters (targeting different customer and agent groups)</li> </ul>	25%
	<p>Assist the Marketing Manager with content creation and design including:</p> <ul style="list-style-type: none"> <li>Overseeing our company's social media accounts</li> <li>Developing engaging and compelling content, including text posts, images, videos, and other multimedia assets, to share on social media platforms.</li> <li>Collaborating with the marketing team to create and implement social media strategies aligned with our overall marketing plan and objectives.</li> <li>Interacting with our online community, respond to comments and inquiries promptly, and foster meaningful conversations around our brand and products/services.</li> <li>Promoting our brand through social media by sharing relevant and valuable content, updates, news, and special offers.</li> <li>Staying up-to-date with the latest social media trends, tools, and best practices and recommend innovative ideas to improve our social media presence.</li> <li>Identifying and establishing relationships with relevant influencers and manage influencer partnerships to expand brand reach and engagement.</li> </ul>	25%
	<p>Ensure any actions, projects or proposals consider informed decision making with relevant research and data including:</p> <ul style="list-style-type: none"> <li>Monthly reporting as required on all social media channels, website statistics / sales activity completed accurately and on time including results, demographics, market intelligence, promotions and other sales initiatives</li> <li>Monitor and analyze social media performance metrics and generate reports to evaluate the effectiveness of social media campaigns and strategies.</li> </ul>	25%

<b>Health and Safety</b>	<p>Ensure a personal and organisational commitment to, and delivery against, health and safety (Safe Place, Safe People, Safe Practices) and sustainability objectives by</p> <ul style="list-style-type: none"> <li>• Taking responsibility for meeting Skyline's obligations in workplace health and safety by making sure own actions keep yourself and others safe</li> <li>• Conducting your work in a safe and reliable manner, adhering to Skyline's H&amp;S procedures</li> <li>• Championing and advocating H&amp;S where appropriate in your everyday interactions <ul style="list-style-type: none"> <li>• Undertaking H&amp;S administrative processes as required.</li> </ul> </li> </ul>	%
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### Knowledge, Experience, Skills & Qualifications

<b>Essential</b>	<ul style="list-style-type: none"> <li>• General office / admin skills</li> <li>• Demonstrated experience working within on social projects and platforms.</li> </ul>	<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Bachelors Marketing and Communication etc</li> <li>• Ability to foster strong and positive relationships</li> </ul>
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### Person Specification / Key Attributes

<b>Essential</b>	<ul style="list-style-type: none"> <li>• Strong communication and collaboration</li> <li>• Initiative, problem solving and critical thinking</li> <li>• Enthusiasm, motivation, and commitment</li> <li>• Attention to detail</li> <li>• Effective time management</li> <li>• Ability to work alone effectively</li> </ul>	<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Previous experience in a similar role</li> </ul>
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### Change of Position Description

From time to time, it may be necessary to consider changes in the position description in response to the changing nature of our work environment. This position description may be reviewed and amended from time to time during your employment after consultation with you.

<b>Employee Name:</b>	
<b>Employee Signature:</b>	

Date: