

## Queensland Airports Limited

### Role Description

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|------------------------------------|--|
| <b>Position Title:</b>             | Marketing Executive  |
| <b>Location:</b>                   | Gold Coast   |
| <b>Department:</b>                 | Business Development & Marketing   |
| <b>Reports to:</b>                 | Primary: QAL Marketing Manager<br>Secondary: EGM & GM Business Development & Marketing |
| <b>Reporting to this position:</b> | Nil  |

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#### Position Purpose:

The Marketing Executive is responsible for the implementation of the marketing strategy and social/digital media management for all QAL ports.

### Corporate Vision, Mission and Strategic Direction

#### Vision

Engaging customer, connecting communities, exceptional experiences

#### Our Mission

To be the best regional airport owner and operator in Australia

#### Strategic Pillars



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.



## Job Role Requirements

### Objective 1: Marketing Coordination

- Execute cooperative marketing campaigns with airlines, tourism stakeholders, media agencies, event managers, online travel agents, airport representatives and various other parties.
- Interpret marketing proposals, read media activity plans to assess their value for money and liaise with creative and advertising agencies.
- Marketing support to Commercial for retail and car park promotions in Gold Coast, Townsville, Mount Isa and Longreach as required.
- Coordinate merchandising requirements for Queensland Airports Limited (QAL) Group marketing activities.
- Prepare copy and content for QAL group collateral, including e-marketing activities.

### 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.
- Manage and execute the social media strategy for the business ongoing liaison with airline digital marketing teams to promote relevant airlines sales through the QAL digital media channels, with the goal of increasing bookings for airline partners.
- Generating and posting content to the QAL Group social pages. Moderating and responding to comments and messages for all QAL ports in the social space.

### **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.

## **Individual Behaviour Expectations**

QAL employees expected to demonstrate behaviour which is aligned to our core values:

### **Team Work**

- Demonstrates leadership
- Accepts responsibility
- Works collaboratively
- Effectively communicates

### **Respect**

- Acknowledge and respect differences
- Values others point of view
- Provide constructive feedback
- Treat each other equally
- Promptly respond to requests for assistance
- Value our people and reward positive performance

### **Customer Service**

- Understands customer's needs and expectations
- Proactively resolve problems / issues
- Listen to our customers
- Exceed expectations

### **Professionalism**

- Ethical
- Accountable
- Courteous and business-like manner in our actions
- Respectful image of ourselves and our brand
- Appropriate relationships maintained

### **Integrity**

- Trustworthy
- Acts with honesty and sincerity
- Demonstrates fairness
- Ethical in our dealings
- Act in the best interest of our stakeholders
- Act on promises

### **Passion & Enthusiasm**

- Takes responsibility
- Displays positive energy, optimistic
- Confidence to put forward and test innovative ideas
- Inspires others
- Embraces challenges
- Actively enhances competencies and capabilities through technical and professional development

## **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 3 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

ACKNOWLEDGMENT

*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

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|--|--|-------|
| Approved by Line Manager<br>(Signature and Date) |  |       |
| Reviewed by HR<br>(Signature and Date)           |  |       |
| Version:   |  | Date: |