

Job Description – Marketing Coordinator

This position is to join the head office of Abercrombie & Kent Australia, an international company widely regarded as the leading luxury travel company in the world. Abercrombie & Kent was founded in 1962 and has grown into an international travel group with over 55 offices in 30 countries and is all about “Inspiring Experiences.”

Position Title: Marketing Coordinator
Department: Marketing
Location: Melbourne
Reports To: Head of Marketing
Status: Permanent Full Time

Position Purpose and Objective:

Coordinate and assist with the planning and implementation of marketing projects and campaigns across all relevant marketing channels.

Key Responsibilities and Duties

Campaign Management

- Assist in the planning and execution of marketing campaigns including online and ad-hoc promotions
- Develop project briefs and campaign plans as directed by the Head of Marketing
- Create campaign proposals and post campaign reporting for external parties
- Coordinate the implementation of marketing campaigns internally and with external suppliers
- Overseeing media bookings and submissions for campaign and promotional activities
- Develop campaign briefing documents for internal staff
- Manage allocated campaign budgets

Marketing Support

- General marketing team admin support
- Stock management of branded merchandise
- Delivery of weekly and monthly reporting for marketing
- Support where required for product loading, basic copy writing, image re-sizing and brochure production
- Tracking of marketing content/products provided to external partners
- Database management for mailouts
- Work with external providers to source prospect lists for direct mail campaigns
- Support in the planning and execution of media advertising calendar, acting as day-to-day liaison with media buying contacts.
- Represent the department on nominated projects
- Provide marketing advice to cross-functional team projects
- Updating the marketing platform for workflows

Website, Social Media and Email Marketing for Aus/NZ portfolio

- Ensure web content is correct, up-to-date and refreshed across the whole website
- Complete web updates for product - itineraries, pricing and departure dates
- Maintain News, Specials and PR pages on website including relevant PDFs
- Ad hoc image updates on website
- Coordinate and monitor status of website updates, new product, new element launches
- Manage the email marketing calendar
- Manage and moderate social media channels including Facebook and Instagram
- Plan and develop PowerPoint presentations for sales team

Other Duties

- Assist with the coordination and delivering of A&K client and staff events
- Assist with the production of ad-hoc marketing collateral including invitations, flyers, brochures and updating of PowerPoint presentations
- Admin support to graphic designers
- AKP champion within the Marketing Team
- Maintain website landing page, news, and project features for AKP
- Attend product and supplier training as required.
- Other ad hoc tasks as requested by Head of Marketing and senior Management
- Ensure all marketing collateral is in line with A&K Corporate Identity Manual branding guidelines
- Assist with supply of content, images and product information to for pr and media
- Manage relationships with any external suppliers
- Online database management of marketing email databases
- Assistance with data analysis and cleansing

Selection Criteria

Knowledge & Experience:

- Qualifications in Marketing or 2+ years work experience in a Marketing role
- An understanding of social media platforms and the use of social media in Marketing
- A demonstrated understanding of Project Management and Campaign Management
- Experience working in the tourism or hospitality industry would be an advantage

Computer Skills Required

- Advanced Microsoft Office skills (Word, Excel, Power Point and MS Project)
- Experience with Photoshop would be an advantage
- Basic knowledge of website CMS, email platforms and email databases would be an advantage

Skills & Aptitude:

- Exceptional time management skills
- Highly organised with strong attention to detail
- Team player with an enthusiastic approach
- Excellent communications skills – both written & verbal
- Willingness to take on new challenges
- Commitment to continued learning

Other Information:

- Up to two weeks travel (interstate and overseas) per year may be required (including familiarisation trips)
- Some out of hours work will be required (to attend events, supplier functions, meetings and training)

Understanding of and Commitment to A&K's Corporate Environment and Values:

A&K provides an inspiring environment with competitive benefits and remuneration and the chance to excel through innovation, collaboration and exemplary customer service.

Our corporate values encompass;

Pioneering - We are committed to being innovators, pushing boundaries and being the creators of the most inspirational travel experiences to the most remote, exclusive and exotic destinations in the world serving both existing and emerging markets.

Courageous - Courage is about standing up for what we believe in as well as trying new things and being creative, whilst taking responsibility for our own actions. We uphold corporate values, our brand and our commitment to philanthropy without compromising the luxurious experience our guests demand.

Trustworthy - Guests and colleagues can depend on us to deliver to high standards of professionalism and quality. We can be relied upon to be honest, truthful, transparent and open with all of our guests, colleagues and suppliers ensuring guests' safety and security giving them comfort and peace of mind.

Integrity - Integrity is about taking pride in what we do, what we stand for and basing our actions, every day, everywhere in the world, in ensuring our values become a reality for our guests, internally and externally.

Stylish - Superb service delivered with panache enabling our guests to have "the perfect experience", "Insider Access" and memories of a lifetime.

Welcoming - Warm and hospitable, putting our guests at ease. Energy and passion to put our best foot forward and exceed guests' expectations.