

### Position Description: eMarketing Coordinator

The Sales and Marketing department plays many roles within the organisation. It drives the visitation, revenue and education fields as well as conservation and community based activities and programs. Sales and Marketing also provides internal services to all other departments.

Reporting to the Sales and Marketing Manager, the successful candidate must be able to successfully demonstrate the following mandatory skills:

1. Have a keen understanding and interest in core marketing and eMarketing principles
2. Be an independent worker
3. Have good time management and communication skills
4. Be able to demonstrate skills utilising Adobe Design Premium CS4 software (including Dreamweaver, Illustrator, Photoshop and Flash.) for both print and online creative and Microsoft Office suite of products (including Outlook, Excel, Word, and Publisher)

Duties will include, but are not limited to:

- Production of e-newsletter and e-blasts
- Graphic design for print and online creative including brochures, flyers, newsletters and e-blasts
- Coordination of monthly direct mail communications to Annual Pass holders
- Coordination of market research – including reviewing, analyzing data and reporting on the results with suggested ideas and solutions in the development of market programs
- Management of the content of the company website and social media sites
- Management of the reporting of the online ticketing systems
- Continuous improvement and maintenance of CRM systems and databases
- Coordination and analysis of the results of company promotions
- Development and support of marketing initiatives including direct mail campaigns, trade shows and events
- Support of the sales function with ad hoc requests for marketing or sales collateral design
- Working with the Sales and Marketing Manager to assist in developing key eMarketing initiatives for the annual marketing plan
- Management of Daily Deal offers
- Ability to operate an SLR digital camera

This position will ideally suit someone with 2-3 years previous marketing experience and who has a flexible and adaptable work approach, and is also able to work well in a team environment. Experience in the tourism industry would be ideal, but is not a prerequisite. Experience with POS software is an advantage

Only applicants who are able to successfully demonstrate that they are able to fulfil all the mandatory, minimum requirements will be considered for the role. Due to the large volume of applications expected, only successful candidates will be contacted for an interview

If you are enthusiastic and committed, [please click here to apply](#) or download an application form from our website and return it to [shark@underwaterworld.com.au](mailto:shark@underwaterworld.com.au) along with your cover letter.

**Closing date: 9th March 2012**

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