

Position Description

POSITION	Marketing Assistant		
REPORTS TO	Chief Marketing Officer	DIRECT REPORTS	NIL
KEY STAKEHOLDERS	Internal: <ul style="list-style-type: none"> ▪ Chief Marketing Officer ▪ Senior Marketing Manager ▪ Wider Marketing Team ▪ Base Camp Team Members ▪ Regional Managers ▪ Park Managers 		External: <ul style="list-style-type: none"> ▪ External Partners, e.g. Agencies ▪ Tourism organisations and associations
PURPOSE	<p>The Marketing Assistant is a key operational enabler for the Marketing team, ensuring the seamless coordination of activities, information, and workflows that support campaign delivery and business outcomes.</p> <p>Through structured planning, cross-functional liaison, and disciplined information management, the role enhances team effectiveness, drives operational efficiency, and ensures priorities are executed accurately and on schedule.</p>		
BUSINESS DRIVERS	<p><i>The key inputs and activities of a Marketing Assistant that drive results of Reflections Holidays.</i></p> <ol style="list-style-type: none"> 1. <i>Information Coordinator</i> - Organises, maintains, and disseminates accurate information to enable the marketing team to operate efficiently and effectively. Develops and maintains structured systems for documentation, tracking, reporting, and workflow coordination to ensure reliability and accessibility of information. 2. <i>Cross-Functional Liaison</i> - Builds and leverages collaborative relationships across internal teams and external partners to coordinate resources, align deliverables, and ensure timely execution of marketing initiatives. 3. <i>Schedule/Planner</i> - Develops and manages schedules, timelines, and milestones to support campaign delivery and team priorities. Allocates time and resources efficiently to maintain workflow momentum and meet deadlines. 4. <i>Engaged Associate</i> - Works cooperatively with the marketing team to accomplish shared goals. Demonstrates accountability, builds trust through reliability and integrity, and contributes positively to team effectiveness. 		
COMPETENCIES	<p>Planning and Organising - Establishes priorities, develops schedules, and manages multiple tasks to ensure work is completed efficiently and on time. Anticipates workload demands and adjusts plans to accommodate shifting priorities.</p>		

KEY RESPONSIBILITIES

Managing Work - Effectively manages time, resources, and competing demands to maintain high productivity and meet commitments. Maintains focus and quality despite interruptions.

Monitoring Information - Develops and maintains tracking systems to collect, organise, and review information. Ensures accuracy, completeness, and timely availability of data and documentation.

Collaboration - Develops and maintains effective working relationships across functions. Shares information openly and works cooperatively to accomplish shared goals.

Earning Trust - Acts with integrity, follows through on commitments, and maintains confidentiality. Builds credibility through reliability and consistency.

Customer (Internal) Orientation - Anticipates and responds to the needs of internal stakeholders. Removes barriers to service and supports team members to achieve marketing objectives efficiently.

Quality Orientation - Monitors processes, materials, and outputs carefully to ensure accuracy and completeness. Takes responsibility for correcting errors and maintaining high standards.

Continuous Improvement - Identifies opportunities to streamline administrative processes and improve workflow efficiency. Suggests practical enhancements to systems and procedures.

Executive Manager Support:

- Manage and maintain executives' schedules as required, including appointments, meetings, and travel arrangements.
- Prepare meeting agendas, take minutes, and distribute them promptly.
- Handle confidential information with discretion.
- Draft, review, and send communications on behalf of executives.

Administrative Support:

- Manage in place park marketing asset ordering and small changes.
- Manage invoicing process for marketing and sales team.
- Answer and direct marketing inbox emails
- Assist with the preparation and processing of accounts payable transactions and support Executive's with credit card reconciliations.
- Arrange catering, venue reservations, and other logistics.

Marketing Project Support:

- Manage scheduling, bookings, functional support to marketing productions.
- Assist with marketing collateral maintenance (branded car upkeep, banner re-ordering, marketing signage ordering,
- Assist with contacting customers or famil staying guests where required to organise events and bookings.

SELECTION CRITERIA	<p>Essential:</p> <ul style="list-style-type: none"> ▪ Minimum 3 years' experience in administration and secretarial responsibilities ▪ Exceptional communication and customer service skills ▪ Demonstrated proficiency in the use of Microsoft Office Suite and technical equipment as relevant to the position. ▪ Ability to maintain confidentiality and exercise discretion. ▪ A flexible "can do" attitude and work well in a team environment. ▪ Ability to organise daily workloads, be proactive and meet tight deadlines. ▪ Attention to detail, with a commitment to accuracy and proficiency. ▪ Highly developed interpersonal and communication skills.
REFLECTIONS HOLIDAYS VALUES	<i>How our company values apply to all employees</i>
GROW TOGETHER	<p>When we work as a team, everyone benefits.</p> <p>We grow when our people, our places and communities are at their best – teamwork helps us all grow and learn.</p>
SAY IT, DO IT	We deliver on our promises – we are all as good as our word. We are solutions focused.
MAKE A DIFFERENCE	<p>In partnership with others, we achieve better outcomes.</p> <p>We believe everyone can make a difference in the lives of people, places, and our planet.</p>
CARE DEEPLY	We are genuine and demonstrate care for our customer, our communities, our people, and our world. We deliver to a high standard.
ACKNOWLEDGEMENT:	
I acknowledge that I have read and understood the duties and responsibilities as listed in this position description and have been provided a copy for my reference.	
SIGNATURE:	
DATE:	