



We're Skyliners
Inspired by every smile.

Skyline Enterprises Group Position Description (Schedule B)

Company	Skyline Queenstown	Date	June 2026
Title	Marketing Coordinator	Reports to	Marketing Manager NZ
Team	Marketing	Location	Queenstown

Our Purpose

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

This role supports the NZ Marketing Manager and the wider Skyline Queenstown business in delivering the marketing plan and onsite marketing requirements. From supporting campaign executions, briefing collateral, creating and scheduling content and engaging with our guests you will be helping deliver on brand presence, guest engagement, visitation and revenue growth.

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.



Scope of Role

Direct Reports	<ul style="list-style-type: none"> • Nil 	Peers	<ul style="list-style-type: none"> • Content Manager • Campaign Manager • Rotorua Marketing Coordinator
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Key Relationships

Internal	<ul style="list-style-type: none"> • NZ Marketing Team • Customer Experience and Digital Team • Skyline Queenstown Senior Leadership Team • Skyline Support Office 	External	<ul style="list-style-type: none"> • Graphic Designers • Print Suppliers • Sponsorship Partners • Media and Influencers
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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
Marketing Support	<p>Provide proactive support to the Marketing Manager and wider team to deliver Skyline Queenstown's marketing initiatives. This includes:</p> <ul style="list-style-type: none"> • Administrative tasks such as maintaining databases, sending follow-up emails, and managing trade rate requests. • Project work in collaboration with the Marketing Manager and Campaign Manager to support campaigns and promotions. • Media support, including background research of potential content creators, hosting media onsite, and responding to incoming PR/Content enquiries. • Content sourcing for events, specials, promotions, and operational updates. • Supporting the development of marketing and onsite collateral such as brochures, presentations, and menus. • Supporting operational requests for signage. • Community engagement, supporting communications for local initiatives (e.g., Wilding Pine volunteer days). • Sponsorship coordination, liaising with partners, managing signage, generating vouchers, and briefing internal teams. • Trade support, assisting with requests from the Sales team. 	50%

<p>Collateral & Digital</p>	<p>Support the delivery of Queenstown’s digital presence and marketing collateral to ensure accuracy, consistency, and brand alignment. This includes:</p> <ul style="list-style-type: none"> • Website updates in conjunction with CXD team. Ensuring content reflects operational updates, product changes, and pricing adjustments. • Social and online content calendar execution in collaboration with the Marketing team. • Third-party listings maintenance, keeping referral sites (e.g., TripAdvisor, Google, TNZ, DQ) accurate and up to date. Monthly audits of referral sites. • Email marketing, drafting copy and assets for regular newsletters, including the GAP Monthly EDM. • Digital updates, such as business opening hours and ad-hoc changes across platforms. • Managing folders and assets within Yodeck, • Using Canva to create templated promotional material, social assets and digital screens. Managing asset database and filing and organising imagery. • Assisting with TripAdvisor and Google Reviews, especially during peak periods. • Print collateral support, including proofreading, liaising with print suppliers, and tracking spend against budget. • Pricing updates, assisting with rollout across POS collateral and website packages. 	<p>25%</p>
<p>Social Media Support</p>	<p>Drive Skyline Queenstown’s social media presence by creating engaging content and fostering community interaction. This includes:</p> <ul style="list-style-type: none"> • Some content creation, producing high-quality posts, stories, and short-form videos (e.g., Instagram Reels, TikTok-style clips) that reflect Skyline’s tone and visual identity. ~1 reel per week. • Scheduling organic content (grid posts and stories) using approved tools such as Later. • Performance monitoring, tracking engagement and organic reach across all platforms. • Community management, responding to direct messages and comments promptly via Meta Business Suite. • User-generated content engagement, interacting with tagged posts to support community growth. • Trend integration, staying up to date with social media trends and incorporating them into content strategies. • Influencer coordination, managing familiarisation (famil) requests and tracking deliverables. • Collaboration, working closely with the Marketing team to align social 	<p>20%</p>

Health and Safety	<p>media activity with campaigns and brand objectives.</p> <ul style="list-style-type: none"> Support for Luge Content Creator workflow, ensuring smooth integration of content into Skyline’s social channels. 	
	<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"> Taking responsibility for meeting Skyline’s obligations in workplace health and safety by making sure own actions keep yourself and others safe Conducting your work in a safe and reliable manner, adhering to Skyline’s H&S procedures Championing and advocating H&S where appropriate in your everyday interactions Undertaking H&S administrative processes as required. 	5%

Knowledge, Experience, Skills & Qualifications

Essential	<ul style="list-style-type: none"> 2+ years in a marketing coordinator or similar role (or equivalent demonstrated experience) Excellent written communication and attention to detail Ability to manage multiple tasks and meet deadlines Basic social content creation skills (video, reels, stories) Competent in Microsoft Office Suite, SharePoint, Canva, web CMS, MailChimp and social platforms General office and administration skills 	Desirable	<ul style="list-style-type: none"> Bachelor’s degree in marketing, Communications, or related field Previous experience in tourism or a similarly fast-paced environment Understanding of AI tools to improve productivity and streamline activity
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Person Specification / Key Attributes

Essential	<ul style="list-style-type: none"> Strong communication and collaboration skills Initiative and problem solving Highly organised with effective time management Enthusiasm and commitment to delivering quality work 	Desirable	<ul style="list-style-type: none"> Adaptability to changing priorities and trends Ability to foster strong and positive relationships Creative mindset with a passion for social media
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- Ability to work independently and as part of a team

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.

Employee Name:

**Employee
Signature:**

Date: