



Position Description

Company	Skyline Enterprises Ltd	Date	July 2026
Title	Campaign Manager	Reports to	Marketing Manager (NZ)
Team	NZ 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...

The Campaign Manager plays a key role in bringing the Skyline brand to life through the planning, coordination and delivery of impactful marketing campaigns and promotional activity. Working across multiple channels and stakeholders, the role helps connect more people with Skyline's experiences while supporting business growth and brand objectives.

Our Strategic Goals

- DELIVER:**
Target ROI from all SEL Business units
- INVEST:**
In high potential businesses in outstanding locations
- OPERATE:**
An efficient, agile and sustainable business
- EMPOWER:**
Empower our people to deliver real fun

Our Values and Culture

Skyline 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			
Responsible for	• Nil	Peers	• Marketing Coordinator Marketing Lead (Rotorua)

Key Relationships			
Internal	<ul style="list-style-type: none"> NZ Marketing Team Head of Sales (NZ) CX and Digital Team Skyline Queenstown Senior Leadership Team Hosts and other front-line staff 	External	<ul style="list-style-type: none"> Creative & media agencies Printing & signwriter suppliers Travel & Trade media Content creators Industry partners Contractors

Key Accountabilities and Tasks		
	Description	Weighting
Marketing, campaign, Always-on and promotional activity.	<p>In collaboration with the Marketing Manager (NZ) – the Campaign Manager will be responsible end to end for the planning, briefing, execution and optimisation of tactical and Always-on marketing campaigns in line with the NZ Marketing Plan and Road Map.</p> <ul style="list-style-type: none"> Deliver and manage marketing and campaign related assets and collateral, including digital (paid/owned) and print materials, ensuring brand consistency and high-quality standards. Manage campaign timelines, workflows, stakeholders and deliverables to ensure projects are completed on time, within budget and aligned with agreed objectives. Monitor and analyse campaign performance metrics, providing actionable insights for continuous optimisation and application for future campaigns. Ensure assets, messaging and deals are updated and kept refreshed and relevant across Skyline owned channels (Website, eDM, social) as well as key partner sites (Industry, DQ, Tourism NZ, etc) Collaborate with relevant cross functional teams and stakeholders to align on required support and deliverables for campaigns, sales and promotional initiatives. In collaboration with the Marketing Manager (NZ) – be responsible for the overall campaign budget management, ensuring budgets are agreed, tracked and campaigns are delivered to budget. 	35%






	<ul style="list-style-type: none"> Stay up to date with industry trends, emerging technologies, and best practices in marketing that will aid in the delivery of marketing outputs. 	
<p>Content, channel & administration support.</p>	<p>Assist with the planning and management of marketing and sales content and collateral, ensuring brand consistency and quality standards. This will involve:</p> <ul style="list-style-type: none"> Collaborating with the NZ Marketing and CXD teams and other relevant stakeholders in the planning, briefing and delivery of the campaign approach and related content aligned with our overall marketing plans and campaign objectives. Be the key marketing contact for Skyline Queenstown to support and prioritise operational needs of the business including signage and promotions. Work closely with the Content Manager and in alignment with the Marketing Manager (NZ) to provide clear briefing on content requirements that will be used to support Always-on, campaigns, promotional initiatives, tactical opportunities and the building of content banks for future use. Be a leader in ensuring consistent messaging and brand TOV across all communication channels for sales, on-site communications and marketing outputs. Coordinate and optimise social media activity in collaboration with the Content Manager, ensuring brand, always-on, campaign and key calendar content is effectively executed across relevant channels and aligned with the Skyline Social Media Playbook. Work with the Content Manager in identifying and establishing relationships and opportunities with relevant influencers and KOL and manage influencer partnerships and outputs as required to expand brand reach and engagement. Stay up to date with the latest social media trends, tools, and best practices and recommend innovative ideas to improve our social media presence. Regularly maintain the accuracy and relevance of customer-facing marketing channels through regular content audits, updates and operational requests, including website, opening hours, product information and service communications, OTA and tourism partner content. 	<p>25%</p>
<p>Collaboration and stakeholder management.</p>	<p>Work closely with internal stakeholders to ensure the smooth execution of marketing activities and tactical site-specific initiatives and visual communication adhering to timelines and budgets. This will involve:</p> <ul style="list-style-type: none"> Coordinate with external vendors and agencies to develop and implement marketing campaigns / initiatives effectively. 	<p>20%</p>



	<ul style="list-style-type: none"> • Collaborate with the GM Marketing Operations, Marketing Manager, Head of Sales and operations teams to align marketing efforts with revenue goals and customer experience enhancements. • Assist in the development and implementation of customer loyalty promotions and initiatives to drive customer engagement and retention specifically focused on the GAP programme. • Collaborate with cross-functional teams to drive promotions, events, and partnerships that align with business objectives. • In conjunction with the Marketing Manager, attend regular meetings with Head of Departments / SLT to input and align on promotions and drive initiatives as required in-line with business objectives. Eg. Luge & Slide, Food and Beverage, Gondola Annual Pass, Stargazing, Mountain Biking and Ticketing. • Collaborate with cross-functional site teams to ensure, alignment and delivery of relevant on-site visual communications including both static and digital signage outputs. • Support and Coordinate media and trade familiarisation (famil) requests as required. • Monitor and report on competitor activities identifying opportunities to strengthen our market position. • Build and foster positive working relationships with industry bodies such as Destination Queenstown/Wanaka to help ensure collaboration/inclusion opportunities are identified and implemented. 	
<p>Market insights, Data analysis and performance tracking.</p>	<p>Ensure any actions, projects or proposals consider informed decision making with relevant research and data including:</p> <ul style="list-style-type: none"> • Market research and analysis to identify target audiences, trends, and opportunities for growth. • Participate in monitoring and analysing campaign, and community engagement performance metrics to provide insights for continuous improvement. • Monthly reporting as required on marketing campaigns and tactical site initiatives, social media channels, website statistics / sales activity completed accurately and on time including results, demographics, market intelligence, promotions and other sales initiatives • In consultation with CXD, monitor and analyze social media performance metrics and generate reports to evaluate the effectiveness of campaigns and strategies. 	<p>10%</p>
<p>Community engagement and brand building.</p>	<ul style="list-style-type: none"> • Responsible for the delivery of Skyline Queenstown’s community engagement program, corporate sponsorship activities and local partnerships. 	<p>10%</p>



Social, Environmental & Governance Sustainability	<ul style="list-style-type: none"> • Coordinate corporate sponsorship activity including events, activations and promotion of: Arrowtown Autumn Festival, Skyline Charity Golf Classic, Queenstown Marathon and other community partnerships. • Collaborate with internal and external stakeholders, vendors and agencies for the timely delivery of community engagement materials and assets. • Maintain accurate records of marketing, and community engagement activities and expenses for reporting and analysis purposes. 	
	<p>Ensure any actions, projects or proposals consider and proactively support the priorities of the Skyline Sustainability Framework:</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>People Caring for our people, our communities and our customers</p> </div> <div style="text-align: center;">  <p>Place A light footprint on the land, guardians of our places</p> </div> <div style="text-align: center;">  <p>Prosperity A value-driven responsible business</p> </div> </div> <ul style="list-style-type: none"> • Ensure recycling and waste management practices are carried out where possible. • Maintain your work area to an environmentally acceptable standard. • Make suggestions for environmentally sustainable improvements. 	
	<p>Health & Safety</p> <p>Ensure a personal and organisational commitment to, and delivery against, health and safety (Safe Place, Safe People, Safe Practices) and sustainability objectives.</p> <ul style="list-style-type: none"> • Take responsibility for meeting Skyline’s obligations in workplace health and safety by making sure own actions keep yourself and others safe • Conduct your work in a safe and reliable manner, adhering to Skyline’s H&S procedures • Champion and advocate H&S where appropriate in everyday interactions • Undertake H&S administrative processes as required. 	

Knowledge, Experience & Qualifications			
Essential	<ul style="list-style-type: none"> • 5+ years marketing experience • 3+ years’ experience in planning and executing marketing campaigns and activations. • Project management and coordination experience, with the ability to manage multiple priorities, deadlines and stakeholders simultaneously. 	Desirable	<ul style="list-style-type: none"> • Bachelors degree marketing and/or tertiary qualification in related field, marketing, advertising and communication • Hands on experience with social media management including content scheduling, analytics and paid ads • Experience with email marketing platforms and website updates.



	<ul style="list-style-type: none"> • Experience working with digital marketing platforms and campaign reporting. 		<ul style="list-style-type: none"> • Experience using Canva, Adobe Creative suite or similar
Person Specification / Key Attributes			
Essential	<ul style="list-style-type: none"> • Strong communication, collaboration and organisational skills • Initiative, problem solving and critical thinking • Ability to establish excellent cross-functional working relationships, and deliver to deadlines in a multistakeholder environment • Problem solver who can take a logical, analytical approach while being customer centric • Comfortable using AI-enabled and digital productivity tools to improve efficiency, research, content development and campaign delivery. • 	Desirable	<ul style="list-style-type: none"> • Previous experience in a similar role / industry • Understanding of brand guidelines and campaign frameworks

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:	

