



We're Skyliners
Inspired by every smile.

Position Description

Company	Skyline Enterprises Ltd	Date	July 2026
Title	Marketing Executive	Reports to	GM Marketing Operations
Team	Marketing Operations	Location	Queenstown

Our Purpose

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

As a Marketing Executive, you'll play a key role in leading, supporting and executing marketing campaigns and strategic initiatives across Skyline's global portfolio.

With a primary focus on Canadian marketing activities, you'll be a leader in the delivery of high-impact campaigns and initiatives that drive awareness, engagement and visitation across Skyline's experiences.

Beyond campaign delivery, you'll support the ongoing development and enhancement of Skyline's brand and customer experience across both existing operations and new developments. This includes contributing to the launch of new attractions and experiences through brand development, naming, creative execution and customer-facing communications, while also supporting site signage, wayfinding, and other branded customer touchpoints across the Skyline group.

As part of the Marketing Operations team, this role will contribute to both global and local marketing initiatives, supporting the GM Marketing Operations and Marketing Manager (NZ) in the delivery of campaigns, brand projects, site initiatives, new developments and other business priorities as required.

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.



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Key Relationships

Internal

- NZ Sales & Marketing Teams
- Regional Teams
- Customer Strategy, Insights & Performance Team
- Hosts and other front-line staff

External

- Creative & media agencies
- Printing & signwriter suppliers
- Travel & Trade media
- Content creators
- Industry partners
- Contractors

Key Accountabilities and Tasks

	Description	Weighting
Canadian Marketing.	Lead the planning, coordination and delivery of marketing activity for Skyline's Canadian properties operations, working closely with Canadian site leadership teams and the GM Marketing Operations to maximise awareness, visitation and commercial performance throughout the operating season. The role is responsible for ensuring campaigns, assets, communications and promotional activity are delivered effectively ahead of, and throughout, each seasonal operating period. • Develop and execute annual marketing plans, seasonal campaigns and tactical initiatives aligned with local market conditions, customer demand and visitation patterns. • Coordinate the delivery of campaigns across internal stakeholders, agencies and suppliers, ensuring campaign briefs, assets, promotional activity and channel communications are delivered accurately and within agreed timeframes. • Collaborate with site teams and key stakeholders to deliver marketing, sales and promotional initiatives that drive awareness, engagement, visitation and conversion. • Monitor campaign performance, budgets and marketing activity, providing insights and recommendations to optimise campaign effectiveness and return on investment. • Ensure marketing activity, customer-facing communications, promotional messaging and branded assets remain current, relevant and aligned with Skyline brand standards across owned and partner channels. • Stay informed of industry trends, emerging technologies and marketing best practices to support the delivery of effective marketing outcomes.	35%



Global Marketing, Brand & Projects	Support and lead as required, the delivery of Skyline-wide marketing, brand and customer experience initiatives across existing operations and new developments, helping ensure a consistent and engaging brand experience across all markets and customer touchpoints. • Support the planning and delivery of global marketing initiatives and campaigns across Skyline's portfolio. • Assist in the development, implementation and communication of Skyline brand standards and guidelines across customer-facing channels and touchpoints. • Facilitate communication between regional marketing teams to share best practices and learnings • Contribute to the development and launch of new attractions, experiences and business initiatives, including naming, brand development, creative execution and customer communications. • Support the development of site signage, wayfinding, branded environments and other customer-facing assets across existing operations and new developments. • Support the GM Marketing Operations and Marketing Manager (NZ) in the delivery of strategic marketing projects, site initiatives and other business priorities as required. • Collaborate with the Customer Strategy, Insights & Performance team to identify and apply insights that support marketing decision-making, campaign improvements and conversion optimisation opportunities.	25%
Collaboration communication & stakeholder management.	Support strong communication, alignment and collaboration across Skyline's global marketing network, ensuring teams are informed, engaged and working together to deliver on-brand, consistent and effective marketing outcomes. • Work closely with the GM Marketing Operations and Skyline's global sales and marketing teams to support the planning, coordination and delivery of marketing initiatives. • Facilitate effective two-way communication and information sharing across teams, helping ensure alignment on priorities, projects, campaigns and business objectives. • Build and maintain strong relationships with internal stakeholders, agencies, suppliers and partners to support the successful delivery of marketing activity. • As relevant, lead the development of campaign briefs, project documentation and stakeholder communications, ensuring key information is shared accurately and in a timely manner. • Promote a collaborative approach that builds trust, confidence and support across Skyline's marketing, sales and operational teams.	15%



Market insights, Reporting & Optimisation.	Support a data-informed approach to marketing through campaign measurement, customer insights and continuous improvement initiatives. - Monitor and report on campaign performance, marketing activity and key marketing KPIs. - Analyse campaign and channel performance to identify opportunities for optimisation and future improvement. - Develop and deliver regular reporting on campaign performance, customer insights and marketing effectiveness, including campaign results, NPS, website and conversion metrics, social media performance, sales activity, customer demographics, market intelligence and promotional outcomes, identifying opportunities to optimise future activity. - Work closely with the Customer Strategy, Insights & Performance team to identify and apply customer and business insights. - Support website improvements, customer journey enhancements and conversion optimisation initiatives. - Assist in the development of reporting dashboards and performance summaries that support business decision-making. - Apply insights and learnings to continuously improve marketing effectiveness and customer outcomes.	15%
Social, Environmental & Governance Sustainability	Ensure any actions, projects or proposals consider and proactively support the priorities of the Skyline Sustainability Framework:  People Caring for our people, our communities and our customers  Place A light footprint on the land, guardians of our places  Prosperity A value-driven responsible business - 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.	5%
Health & Safety	Ensure a personal and organisational commitment to, and delivery against, health and safety (Safe Place, Safe People, Safe Practices) and sustainability objectives. - 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.	5%

Knowledge, Experience & Qualifications

Essential 5+ years marketing experience 3+ years experience in planning and executing marketing campaigns and activations.	Desirable - Tertiary qualification in related field, Marketing, advertising and Communication etc - Hands on experience with social
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	• Strong project coordination and organisational skills, with the ability to manage multiple priorities and deadlines. • Experience working with internal stakeholders, agencies, suppliers and external partners. • Strong copywriting and proofreading skills. • Experience working with digital marketing platforms and campaign reporting. • Confident working with data, insights and performance reporting to support decision-making.		media management including content scheduling, analytics and paid ads • Experience with email marketing platforms and website updates. • Experience in the development of signage, wayfinding or other customer-facing marketing assets. • Experience working with customer insights, website optimisation and conversion improvement initiatives. • Some familiarity with the UK & Canadian markets will be of benefit.
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Person Specification / Key Attributes

Essential	• 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 • Strong written and verbal communication skills. • High attention to detail and strong project coordination capability	Desirable	• Previous experience in a similar role / industry • Understanding of brand guidelines and campaign frameworks
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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:	

