



We're Skyliners
Inspired by every smile.

Position Description

Company	Skyline Enterprises Ltd	Date	March 2026
Title	Marketing Lead - Rotorua	Reports to	Head of Marketing (NZ)
Team	Marketing	Location	Rotorua

Our Purpose

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

The Marketing Lead – Rotorua is responsible for the development and delivery of marketing initiatives that support the commercial performance and brand presence of the Skyline Rotorua site. You will play a critical role in turning strategic plans into impactful campaigns while ensuring consistency across all channels.

The role ensures Rotorua marketing activity aligns with the wider Skyline NZ marketing strategy, while maintaining a strong focus on local market opportunities, partnerships and site-specific initiatives.

Working closely with the Head of Marketing NZ and Marketing Manager NZ, this role ensures Rotorua marketing activity contributes to the overall Skyline NZ brand positioning, while driving visitation, customer engagement and revenue outcomes for the Rotorua operation.

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

- Marketing Co-ordinator

Peers

- Campaign manager
- Sales Executive

Key Relationships

Internal

- NZ Marketing Team
- Head of Sales (NZ)
- CX and Digital Team
- Skyline Rotorua Senior Leadership & operational teams.
- Hosts and other front-line staff

External

- External vendors, advertising & media agencies and creative partners
- Industry partners and destination organisations.

Key Accountabilities and Tasks

	Description	Weighting
Marketing, campaign and promotional activity.	<p>Planning and delivery of marketing initiatives that support the performance of the Skyline Rotorua business.</p> <ul style="list-style-type: none"> • Plan, execute, and optimise multi-channel marketing campaigns across relevant paid and owned channels. • Plan and deliver Rotorua-specific marketing campaigns and promotional activity aligned with the Skyline NZ integrated marketing calendar. • Identify opportunities to drive domestic visitation, seasonal demand and local engagement. • Work closely with the Campaign Manager and Marketing Manager NZ to ensure Rotorua initiatives are integrated within wider NZ campaigns where appropriate. • Support the development and delivery of joint venture (JV) and partner campaigns, ensuring strong visibility of Skyline Rotorua • Coordinate Rotorua participation in regional and national tourism initiatives. • Ensure marketing initiatives are aligned with brand guidelines and strategic direction. • Assist with the development and implementation of new promotional opportunities, products or experiences where relevant. • Monitor and analyse campaign performance metrics, providing actionable insights for continuous improvement. 	25%



Content development, channel & on-site support.	<ul style="list-style-type: none"> Stay up to date with industry trends, emerging technologies, and best practices in marketing. 	
	<p>Support the creation, coordination and distribution of content across paid, owned and on-site elements that promotes Skyline Rotorua and key initiatives.</p> <ul style="list-style-type: none"> Work with the Content Manager (where applicable) and Marketing Coordinator to develop relevant and engaging content for Rotorua initiatives. Assist in the planning and development of social media content, website content and campaign assets. Ensure the Skyline Rotorua website content remains accurate, current and aligned with marketing priorities. Support the management and optimisation of Skyline’s presence across third-party tourism platforms Ensure on-site specific visual communications are accurate, current and support key promotions, initiatives, wayfinding and customer messaging across printed and digital formats. Assist with the coordination of media visits, influencer activity and hosted experiences. Support email marketing initiatives and campaign content as part of the Skyline NZ programme. Ensure marketing content reflects current brand positioning and storytelling. Ensure timely interaction with our online community, respond to comments and inquiries promptly, and foster meaningful conversations around our brand and products/services. Staying up-to-date with the latest social media trends, tools, and best practices and recommend innovative ideas to improve our social media presence. 	25%
Collaboration and stakeholder management.	<p>The role also plays an important coordination function across internal stakeholders and external partners, particularly in relation to joint venture partnerships, regional tourism organisations and collaborative campaigns.</p> <ul style="list-style-type: none"> Work closely with Rotorua operational and leadership teams to ensure the smooth execution of marketing activities and tactical site-specific initiatives, adhering to timelines and budgets. Coordinate with external vendors and agencies to develop and implement marketing initiatives effectively. Collaborate with the Head of Marketing (NZ), Marketing Manager NZ, Head of Sales (NZ) and operations teams to align marketing efforts with revenue goals and customer experience enhancements. 	20%



	<ul style="list-style-type: none"> • Assist in the development and implementation of customer loyalty promotions and initiatives to drive customer engagement and retention. • Collaborate with cross-functional teams to ensure the seamless implementation of marketing, and community engagement activities. • Lead community engagement initiatives, fostering positive relationships with the local community and key stakeholders. • Monitor and report on competitor activities identifying opportunities to strengthen our market position. 	
Market insights, Data analysis and performance tracking.	<p>Support marketing decision-making by monitoring campaign performance and providing insights on marketing activity.</p> <ul style="list-style-type: none"> • Market research and analysis to identify target audiences, trends, and opportunities for growth. • Provide insights on customer behaviour, seasonal demand patterns and market opportunities • Participate in monitoring and analysing campaign, and community engagement performance metrics to provide insights for continuous improvement. • In consultation with CX&D, assist in the preparation of marketing performance reports, tactical site initiatives, social media channels, website statistics / sales activity and NPS performance as required. Ensure that key insights are identified actioned and reported on. • Use available data to identify opportunities for improved campaign effectiveness and marketing optimisation • Support the use of analytics tools and reporting platforms to inform marketing activity 	10%
Administrative & special project support.	<p>Provide operational support to ensure the smooth execution of marketing activity and contribute to key marketing initiatives and business projects.</p> <ul style="list-style-type: none"> • Assist with the coordination and delivery of marketing projects as required • Support marketing planning processes including campaign scheduling and internal coordination • Manage Rotorua marketing administration including campaign logistics and coordination tasks • Assist with marketing budget tracking and cost management where required • Provide support on wider Skyline NZ marketing initiatives and special projects • Contribute to business initiatives, product launches or operational campaigns where marketing input is required • Collaborate with external vendors and agencies for the timely delivery of sales, marketing, and community engagement materials and assets. • Support and Coordinate media and trade familiarisation (famil) requests as required. 	10%



<p>Leading others.</p>	<p>All Skyline leaders are responsible for influencing, motivating, and inspiring all our stakeholders by:</p> <ul style="list-style-type: none"> • Providing effective leadership and mentoring to both direct and indirect reports. • Providing clear direction by sharing the Skyline purpose, aligning, and cascading KPIs to the business strategy and providing regular 1:1 feedback to calibrate ensuring all formal performance reviews are completed as required. • Promoting a cohesive and supportive team culture through frequent communication, encouraging opportunities to collaborate and problem solve together to deliver on collective and individual goals, celebrating success. • Creating an environment of open communication to build the trust to cultivate a growth mindset where personal accountability and learning from experiences is actively encouraged. • Endorsing and encouraging a culture of continuous improvement by providing access to avenues for Skyliners to contribute their ideas/ input / testing new ideas and new ways of working. 	<p>10%</p>
<p>Social, Environmental & Governance Sustainability</p>	<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: flex-start; text-align: center;"> <div data-bbox="448 1115 699 1234">  <p>People Caring for our people, our communities and our customers</p> </div> <div data-bbox="759 1115 983 1234">  <p>Place A light footprint on the land, guardians of our places</p> </div> <div data-bbox="1050 1115 1262 1234">  <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

- 5+ years marketing experience with a focus on customer engagement
- Clear demonstration of experience in planning and delivery of integrated marketing campaigns and activations.
- Experience working with digital marketing platforms and campaign reporting.
- Demonstrated success in working in, and leading cross-functionally across internal and external teams.

Desirable

- Tertiary qualification in related field, Marketing, advertising and Communication etc
- Hands on experience with social media management
- Experience with email marketing platforms and website updates.

Person Specification / Key Attributes

Essential

- 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

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:

