



We're Skyliners
Inspired by every smile.

Position Description

Company	Skyline Management Limited	Date	May 2026
Title	Digital Performance Specialist	Reports to	Group Digital Manager
Team	Customer Experience & Digital	Location	Head Office, 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 exists to support and lead paid digital performance and reporting across the Skyline Group, driving measurable commercial and customer outcomes through strong execution, optimisation, and data-led decision making.

This is a hands-on performance marketing role with responsibility across:

- Group-level digital performance reporting, insights, and optimisation
- Paid media strategy, execution, and performance across Meta, Google, and emerging platforms
- Supporting agency relationships and paid media performance delivery
- Supporting Regional Digital Executives and stakeholders to make stronger digital marketing decisions
- Continuous testing, learning, and adoption of emerging digital opportunities and technologies
- Improving paid media effectiveness across the wider customer journey and conversion funnel

The role will act as a key contributor to paid digital performance across the group, combining strategic thinking with hands-on execution and a strong focus on continuous improvement.

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 & 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.



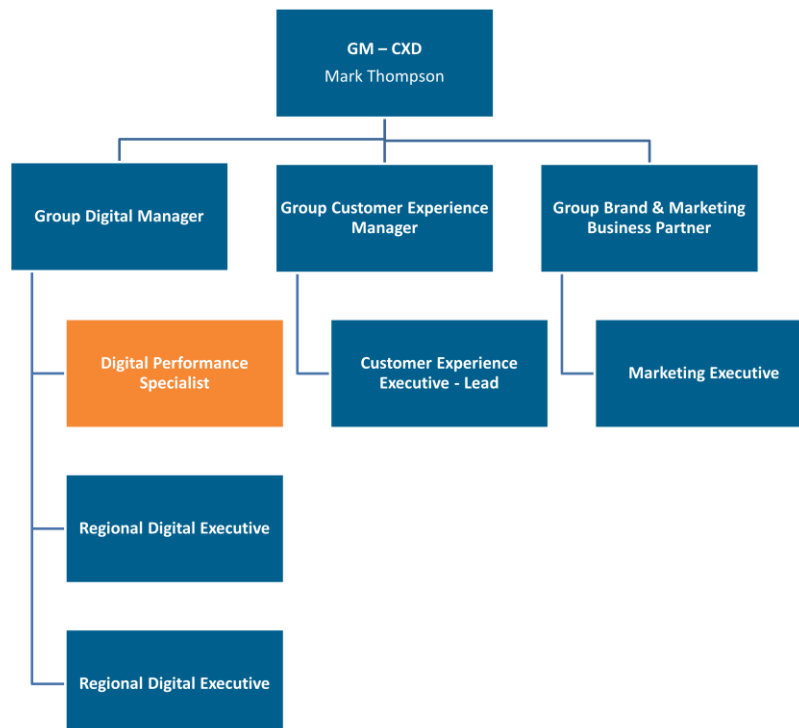
Key Relationships

Internal

With Group Digital Manager, Regional Digital Executives, wider CXD team, Business Unit Sales & Marketing teams and SEL Group IT & Finance teams.


External

As required with digital agencies and media partners, platform representatives and technology vendors, third-party digital providers and partners.



	Description
Paid Digital Performance & Optimisation	<p>Lead paid digital performance across the Skyline Group, ensuring campaigns and channel activity are consistently optimised to deliver strong commercial and customer outcomes.</p> <p>Expected Results:</p> <ul style="list-style-type: none"> • Lead paid digital performance across Meta, Google Ads, TikTok and other relevant platforms. • Execute and optimise paid media activity across a mix of direct execution, agency-led delivery models, and regional market support structures. • Deliver hands-on campaign setup, optimisation, troubleshooting, and performance improvement where required. • Continuously optimise always-on and campaign-based activity to improve efficiency, conversion, and commercial outcomes. • Drive structured test-and-learn initiatives across audiences, creative, bidding strategies, landing experiences, and channel mix. • Monitor platform changes, trends, and emerging technologies, proactively identifying opportunities to improve performance and capability across the group. • Review and optimise campaign messaging, creative direction, audience strategy, and overall paid media effectiveness. • Provide recommendations to improve customer journey and conversion outcomes that impact paid media performance.
Digital Reporting, Insights & Performance Analysis	<p>Support digital reporting and performance analysis across the group, ensuring stakeholders have meaningful insights that support stronger marketing and commercial decisions.</p> <p>Expected Results:</p> <ul style="list-style-type: none"> • Own and evolve group-level digital performance reporting across paid and key customer channels. • Contribute to reporting on digital KPIs aligned to commercial and customer experience objectives. • Translate campaign and channel performance into actionable recommendations and optimisation opportunities. • Build and maintain reporting frameworks, dashboards, and measurement approaches that support performance improvement. • Ensure tracking, tagging, attribution, and measurement structures support accurate reporting and optimisation. • Support broader business reporting and analysis requirements where required. • Provide stakeholders with timely, clear, and commercially relevant performance insights.



<p>Agency & Stakeholder Support</p>	<p>Support strong paid media delivery outcomes through effective agency management, optimisation oversight, and stakeholder guidance.</p> <p>Expected Results:</p> <ul style="list-style-type: none"> • Support and lead agency relationships across paid digital activity. • Review campaign performance and provide recommendations to support optimisation and continuous improvement. • Work closely with Regional Digital Executives to strengthen understanding of paid media performance and agency management. • Provide practical recommendations and strategic guidance to internal stakeholders to support stronger digital marketing decisions. • Share best practices, learnings, and optimisation opportunities across the group. • Act as a trusted SME across paid media and digital performance discussions.
<p>Customer Experience & Commercial Impact</p>	<p>Ensure paid media activity contributes positively to broader customer experience and commercial outcomes.</p> <p>Expected Results:</p> <ul style="list-style-type: none"> • Use customer behaviour and performance data to identify opportunities across the customer journey. • Support initiatives that improve conversion outcomes and overall digital experience. • Align paid media activity with broader marketing, revenue, and customer experience goals. • Identify inefficiencies, friction points, and opportunities impacting digital performance outcomes. • Contribute to data-led decision making that improves commercial return and marketing effectiveness.
<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; text-align: center;"> <div data-bbox="523 1563 772 1682">  <p>People Caring for our people, our communities and our customers</p> </div> <div data-bbox="836 1563 1059 1682">  <p>Place A light footprint on the land, guardians of our places</p> </div> <div data-bbox="1123 1563 1347 1682">  <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.



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 & reliable manner, adhering to Skyline's H&S procedures
- Champion and advocate H&S where appropriate in your everyday interactions

Knowledge, Experience & Qualifications

Essential

- 3–5 years' experience in digital marketing or paid media focused roles.
- Strong hands-on experience across paid media platforms, particularly Meta and Google Ads.
- Experience developing, executing, and optimising paid digital campaigns focused on commercial outcomes.
- Strong understanding of digital performance metrics, reporting, attribution, tracking, and optimisation techniques and GA4.
- Strong optimisation capability across audiences, bidding strategies, creative, landing pages, conversion, and channel mix.
- Strong analytical capability with the ability to interpret performance data and translate insights into actionable recommendations.
- Experience building or contributing to digital reporting and dashboard frameworks.
- Experience working with agencies and multiple stakeholder groups in fast-paced, customer-led environments.
- Understanding of digital customer journeys, conversion-focused optimisation, and test-and-learn methodologies.
- Strong communication and stakeholder management skills with

Desirable

- Experience with TikTok Ads, Reddit Ads, or other emerging paid platforms.
- Exposure to AI-driven marketing tools and technologies.
- Experience with Power BI, Data Studio, or advanced reporting and analytics platforms.
- Exposure to SEO, CRO, or broader digital acquisition strategies.
- Experience working across multi-brand, multi-market, or regional business environments.
- Experience in tourism, hospitality, eCommerce, or multi-brand environments.



	the ability to clearly communicate performance insights and recommendations.		
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Person Specification / Key Attributes

Essential	<ul style="list-style-type: none"> • Strong commercial and performance mindset focused on measurable outcomes. • Strong analytical, problem-solving, and attention to detail skills. • Comfortable balancing hands-on execution, optimisation, reporting, and stakeholder management. • Naturally curious with a proactive test-and-learn approach. • Strong communication and relationship management skills across multiple stakeholders and markets. • Passion for digital marketing, optimisation, and new technology • Adaptable, proactive, and solutions focused. 	Desirable	<ul style="list-style-type: none"> • Interest in emerging platforms, AI tools, and evolving digital trends. • Experience supporting or mentoring others in digital marketing or paid media environments.
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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:	

