



POSITION DESCRIPTION

Marketing Specialist

Position Title:	Marketing Specialist
Reports To:	Operations Manager and Owner
Working Hours:	Standard business hours, Monday – Friday, with occasional flexibility required around content shoots, campaign launches, or seasonal marketing deadlines. Average 38–40 hours per week.
Dress Code:	Business casual, consistent with an office / administrative function rather than front-of-house guest service.

PACKAGE SUMMARY

Total remuneration in the order of \$79,500 per annum, inclusive of super and on-site accommodation, with a note that the exact composition will be confirmed with the successful candidate.

ROLE SUMMARY

The Marketing Specialist identifies market opportunities for Wooramel River Retreat and advises on, coordinates, and implements plans for the pricing and promotion of its accommodation, experiences, and guest offerings. The role is responsible for researching guest and market trends, advising on product mix and pricing positioning across the experience suite, developing new guest products and experiences, and planning and delivering the marketing, content, and promotional activity that brings that positioning to life across digital, print, and partner channels.

This role reports to the Operations Manager and Owner. Success looks like: well-researched, well-priced product and packaging decisions; a consistent, on-brand marketing and content presence that grows bookings, awareness, and press coverage; and strong working relationships with tourism boards, travel trade partners, and media.

KEY RESPONSIBILITIES

Market Research & Opportunity Identification

- Research and monitor guest, competitor, and industry trends across the wellness tourism and station-stay/outback accommodation categories to identify new market opportunities.
- Analyse booking, occupancy, and guest feedback data to inform product and marketing decisions.
- Benchmark Wooramel's offerings and pricing against comparable wellness and nature-based tourism operators.

Outcome: A clear, evidence-based view of market opportunity that informs product, pricing, and promotional planning.

Marketing Strategy, Pricing & Promotion

- Advise on product mix, pricing, and packaging across accommodation and bookable experiences, in line with market positioning and revenue goals.
- Develop and coordinate marketing plans, promotional campaigns, and seasonal offers that support occupancy and revenue targets.
- Provide advice on distribution channels, including direct booking platforms (e.g. Rezdy), OTAs, and travel trade partners.
- Liaise with external vendors, agencies, and partners engaged in marketing, advertising, or promotional activity.

Outcome: Pricing, packaging, and promotional decisions that are well-researched, on-brand, and aligned with revenue and positioning goals.

Content & Digital Marketing

- Own the marketing content calendar and plan social media content on a consistent schedule (target 15 posts per month).
- Plan and run content shoots (booking talent/crew, scheduling, on-site direction) and maintain an image and video database for marketing use.
- Provide advice on and manage digital marketing activity, including SEO, social media, email marketing, and associated analytics.
- Track and report on marketing and campaign analytics, adjusting activity based on performance.

Outcome: A steady, on-brand digital and content presence that grows bookings, engagement, and awareness.

Trade, Media & Partnerships

- Prepare and deliver content, assets, and marketing collateral to tourism boards, travel agents, and media outlets.
- Develop and maintain relationships with tourism industry bodies, journalists, and travel trade partners to generate press coverage and referral bookings.
- Support the development of new guest packages, partnerships, or commercial offerings in line with Wooramel's brand and revenue goals.

Outcome: Growing press coverage, trade relationships, and partnership opportunities that support bookings and brand awareness.

New Product & Experience Development

- Identify, design, and develop new guest experiences and bookable products (e.g. new soak sessions, wellness offerings, tours, or seasonal packages) in line with Wooramel's brand positioning and market opportunity.
- Research and recommend product mix, pricing, and packaging for new experiences, drawing on guest feedback, competitor benchmarking, and market trends.
- Coordinate the go-to-market plan for new products and experiences, including naming, positioning, content, and launch promotion.
- Monitor the performance of newly launched products and experiences and recommend refinements based on booking and guest feedback data.

Outcome: A pipeline of well-researched, well-positioned new products and experiences that grow revenue and keep Wooramel's offering fresh and differentiated.

REQUIREMENTS & QUALIFICATIONS

Essential

- Bachelor degree (or higher) in Marketing, Advertising, Communications, Public Relations, or a related field.
- Demonstrated experience developing and executing marketing plans, pricing/promotional strategy, and content calendars for a business or brand.

- Experience with digital marketing tools, SEO, social media platforms, and analytics reporting.
- Strong written communication skills for marketing copy, campaign materials, and trade/media correspondence.

Desirable

- Experience in tourism, hospitality, or destination marketing.
- Experience preparing marketing plans, marketing collateral, or campaign materials suitable for use as supporting evidence in a professional context.

SUCCESS MEASURES

- **Content Consistency:** Social media and content published on a consistent schedule (target 15 posts per month), on-brand and on-calendar.
- **Marketing Growth:** Bookings, press coverage, and tourism/media partnerships grow through consistent, well-targeted marketing.
- **Pricing & Product Advice:** Product mix and pricing recommendations are well-researched, data-informed, and support revenue goals.
- **Campaign Performance:** Marketing campaigns and promotions are tracked, reported on, and refined based on analytics.
- **Product Development:** New guest experiences and products are researched, developed, and launched on a regular basis, and contribute measurably to bookings and revenue.