



The
Whitsundays

THE HEART OF THE GREAT BARRIER REEF

POSITION DESCRIPTION

TOURISM WHITSUNDAYS

Destination Marketing | Industry Development | Visitor Services

PARTNERSHIP COORDINATOR

In the heart of the Great Barrier Reef lies the Whitsundays, 74 island wonders in the tropical warm waters of the Coral Sea. Swim with thousands of brightly coloured fish and brilliant corals while snorkelling or scuba diving, and witness diverse marine life, including humpback whales, dolphins, turtles and dugongs.

The Whitsundays offers some of the world's best sailing, so charter a boat and cruise the islands or even board a tallship while enjoying the beautiful sunsets and relaxing waters of the Whitsunday islands. Or, if you prefer something more adventurous, join a jetski or ocean rafting tour and skim across the water in style, or soar above the magical Heart reef from the air.

Sink your toes into the white silica sands of famous Whitehaven Beach, regularly voted one of the world's best beaches. Spend the day on the beach or explore the breathtaking beauty of Hill Inlet, a stunning cove where the tide shifts the sand and water to create a swirling fusion of turquoise colours.

Soak up the tropical, laid-back lifestyle, laze on one of the many uncrowded beaches, relax with a sunset cocktail and let your everyday stresses melt away. Explore the endless natural landscapes, soak up the sun, and indulge in fresh local seafood at one of the many al-fresco restaurants after a great day.

You'll find every kind of beauty, adventure and luxury here in the Whitsundays, at the heart of the Great Barrier Reef.

Position Description

Position title:	Partnership Coordinator
Location:	Primary: Tourism Whitsundays Head Office, 1/5 Carlo Drive, Cannonvale QLD 4802
Reports to:	Marketing Manager
Direct reports:	Nil
Basis of Employment:	Full time

Our Organisation

The Whitsunday Tourism Association was originally established in 1982 as the peak industry association responsible for destination promotion and development for the region.

The Tourism Whitsundays (TW) Board consists of a maximum 11 directors -7 elected directors and up to 4 invited directors, representing Island Resorts, Accommodation, Marine, Youth and Tourism Transport sectors, Tourism & Events Queensland, Whitsunday Regional Council Mayor, Bowen Tourism & Business Chair, and selected invitees.

Tourism Whitsundays is an industry driven, membership-based organisation. It is the lead agency recognised by Tourism Whitsundays and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination.

TW is at all times seeking to recruit talented and committed people who:

- recognise the value and respect the privilege of working for the community.
- demonstrate leadership by making a difference and achieving positive outcomes.
- behave in a way that earns trust and mutual respect.
- support each other and respect diversity.
- understand the importance of relationships.
- strive for solutions-based approaches; and
- behave in an ethical and accountable manner.

Purpose of the role

The role of Partnership Coordinator at Tourism Whitsundays is pivotal in fostering a robust and mutually beneficial relationship between the organisation and its members. Reporting to the Marketing Manager, the position serves as the industry liaison between Tourism Whitsundays and its members, actively nurturing these partnerships to ensure continued financial support for the organisation. The Coordinator will play a key role in maintaining and enhancing these vital relationships by providing ongoing support and acting as a touchpoint for members and partners. Furthermore, this role is integral in contributing to the strategic direction of Tourism Whitsundays, as the candidate will gather insights and provide recommendations to the management team, ensuring that the organisation's strategic goals align with the needs and expectations of its members.

In addition to their primary responsibilities, the Partnership Coordinator will actively support the marketing team in executing various tasks. This will encompass managing the database/CRM, managing social media channels, coordinating email communications, and assisting with organising and promoting events, and contributing to Tourism Whitsundays' comprehensive marketing efforts.

This position will suit someone who is highly organised and efficient, with contagious energy and excellent communication skills. You will thrive under pressure, be excited about problem-solving and pride yourself in building and maintaining strong relationships as a representative of Tourism Whitsundays.

You will bring to the role

Must have	Great to have
<ul style="list-style-type: none">• Proven success in setting and meeting membership, sponsorship and/or commercial financial targets within agreed timelines.• Strong written and verbal communication skills• Demonstrated ability to connect, develop and maintain effective working relationships through good interpersonal skills.• Ability to acquire knowledge and skills quickly relating to industry.• Ability to be analytical in problem-solving.• A can-do attitude, a flexible and mature approach to work tasks, and a willingness to learn• Sound knowledge of administrative systems and procedures and proficiency with office technology• Highly developed written communication skills with the ability to maintain strong attention to detail and take pride in the quality of work produced• Strong problem solving-abilities, with the ability to present management with suggested solutions to problems as they arise.• Ability to prioritise, organise and complete work within established	<ul style="list-style-type: none">• Experience in the tourism industry• Geographical understanding of the Whitsundays• An understanding of social media and proven experience in at least one of the following: blogs, Instagram, Twitter or Facebook• Experience using Monday.com• Demonstrated experience writing and sending EDMs• Other marketing skills will be highly favoured

<p>deadlines and to maintain a consistent level of professionalism</p> <ul style="list-style-type: none"> • Ability to work weekends/public holidays/flexible hours when required 	
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How will you do it?

Capability	How you will display it
<ul style="list-style-type: none"> • <u>Agile with attention to detail</u> Being adaptable and flexible through changing thinking and behavior in response to new information when faced with challenges. 	<ul style="list-style-type: none"> • Seeks higher responsibility when initiatives are likely to impact outcomes • Solutions focused • Can create experiences tailored to individual customer needs
<ul style="list-style-type: none"> • <u>Collaborative</u> Working with others as a team player and sharing resources and information that may improve individual, team, TW and/or stakeholders effectiveness. 	<ul style="list-style-type: none"> • Seeks expert input (internal / external) at various stages of work delivery (e.g. strategising, planning, implementing or reviewing)
<ul style="list-style-type: none"> • <u>Focused on Greater Good</u> Approaching work and stakeholders with a genuine focus on the greater good to achieve TW's outcomes and strengthen partnerships 	<ul style="list-style-type: none"> • Uses "how and why" questions to understand the value of work activities rather than just comply • Language, decisions and actions align with TW's direction and the role of TW's partners • Attends events and reviews information to keep updated on TW and its value add

What will you do?

Accountability	Major Activities
Membership	<ul style="list-style-type: none"> • Generate, maintain and grow memberships with the local industry and businesses of the region. • Report to the Management team with updates and advice, contributing to the organisation's direction and strategic objectives. • Plan and execute an innovative strategic management plan to provide value and benefits to members and build their relationship with the organisation • Plan and facilitate an efficient and successful membership renewal process in conjunction with finance to ensure budgets and targets are met. • Manage related partnership activities to ensure partners receive value and associated benefits for their partnership. • Provide ongoing support to partners and the management team to maintain partner relationships. • Plan and execute an innovative strategic membership plan to provide value and benefits to members and build their relationship with the organisation. • Planning and overseeing the coordination of TW partnership-related events, including networking functions, Whitsunday Tourism Awards, Chairman's lunches, Christmas party and others as directed. At times you may be required to coordinate these activities. • Support the updating of membership collateral and the annual membership prospectus. • Undertake a comprehensive briefing with all new members to ensure they fully understand the benefits and value provided by their membership level to ensure they can maximise the benefits.
Administration	<ul style="list-style-type: none"> • Maintain email address, URLs, IT systems. • Prepare corporate fortnightly e-newsletters in Mail Chimp. • Update and maintain the corporate section of the company website. • Assist with the administration requirements of corporate events, including monthly networking nights and annual tourism awards. • Coordinate meetings for the team as required, organisation of catering and meeting materials. • Assist with the management of corporate social media accounts.
Marketing	<ul style="list-style-type: none"> • Support marketing and PR activities as directed. • Media release and EDM collation and distribution. • Support collation of trade, PR and consumer e-newsletters. • Assist with the preparation and implementation of short and long term marketing plans for Tourism Whitsundays. • Assist in developing and implement strategies to achieve greater results. • Maintaining media, trade, consumer and member databases as required. • Working with Members and stakeholders where needed.
Team Work and Collaboration	<ul style="list-style-type: none"> • Work with the team to establish and maintain a culture of teamwork, achievement, accountability and outcome focus. • Foster, has a collaborative team spirit, focused on service delivery to both internal and external stakeholders.

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| | <ul style="list-style-type: none">• Proactively keep up to date with issues that may impact Tourism Whitsundays corporate goals and strategic objectives.• Actively participate as a team member across Tourism Whitsundays, contributing to corporate functions, including monthly networking nights.• Other activities as directed. |
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Key Performance Indicators

- ✓ Meet membership sales targets
- ✓ Build and maintain effective relationships with key partners/stakeholders
- ✓ Meet reporting deadlines
- ✓ Deliver prompt and efficient marketing support when required
- ✓ Improve membership relations processes and procedures to provide the best possible support to members