



Glenworth Valley Horse Riding P/L ABN: 95 002 589 362 T/A Glenworth Valley Outdoor Adventures

OUTDOOR ADVENTURE EXPERIENCES | CAMPING & ACCOMMODATION | AGISTMENT | EVENTS
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Thank you for enquiring about our **Director of Marketing & Sales** role at Glenworth Valley Outdoor Adventures (GVOA), Australia's largest horse riding and outdoor adventure centre.

GVOA is a multi-award winning business specialising in horse riding, kayaking, quad biking, abseiling, laser skirmish and corporate team building activities. We also offer camping and horse agistment services and have recently added a new event centre and accommodation to our diverse range of experiences available on our 3000 acre wilderness property. We have been in business for more than 40 years and employ a team of 25 full time staff and approximately 60 – 80 part time and casual staff.

Glenworth Valley is located 4 kilometres off the M1 Motorway via the Calga/Peats Ridge exit which is 15 minutes from Gosford. Employment at Glenworth Valley makes for a great lifestyle and ideal work environment due to the magnificent natural surroundings and the enjoyable type of work we do. To familiarise yourself with the nature of our business, please visit www.glenworth.com.au

What are we looking for

We require the services of an exceptional and highly capable Director of Marketing & Sales to develop and execute innovative marketing and sales strategies in a primarily hands on capacity, across the broad range of experiences offered by the business.

The successful applicant will have a broad range of generalist marketing skills including strengths in the areas of traditional marketing, digital marketing, public relations and developing results driven sales strategies. Ideally you will have a demonstrated record of achievement in a similar industry. This is a key management position within the organisation with a challenging and rewarding work schedule operating in a fast paced, dynamic and diverse environment.

The type of person we are looking for is someone who is happy and enthusiastic and enjoys working with a friendly team of people in a fun environment.

All applicants must be non-smoking and will be assessed using the answers provided in the application form and against the list of key result areas in the position description.

Remuneration

The successful applicant will be rewarded with an annual salary between \$90,000 - \$100,000 and best of all you will be joining a high quality, well established business operating in a satisfying and rewarding role. All rates are before tax and annual pay increases will be based upon the successful achievement of all the requirements of the position description. This is a full-time position with provision for holiday pay, personal leave and superannuation.

What to do next

Please fill out the application form enclosed and return it and your resume ASAP via email to employment@glenworth.com.au by mail or deliver it in person. Please note that no interviews will be conducted or further information provided on the day if you choose to deliver your application in person.

If your initial application is successful, we will contact you to arrange an interview. Once again, thank you for your enquiry.

Yours sincerely,

Mary Rayner
Chief Executive Officer

POSITION DESCRIPTION

Title:	Director of Marketing & Sales
Reports to:	Chief Executive Officer
Supervises:	Venue and Events Business Development Manager
Hours:	This is a permanent, full time position from either from 8.30am – 5.00pm or 9.00am – 5.30pm, Tuesday – Saturday and depending on the current events schedule.
Breaks:	Lunch 30 minutes
Last updated:	November 2018

GLENWORTH VALLEY OUTDOOR ADVENTURES

Our Mission	Deliver outstanding Experiences including Adventure activities, Camping & Accommodation, Agistment services and Events that operate in accordance with the highest levels of customer satisfaction, safety standards and professional business practices.
Our Vision	Glenworth Valley Outdoor Adventures will be recognised as Australia’s leading provider of outstanding Experiences across our Adventure activities, Camping & Accommodation, Agistment and Events.
Purpose of the role	Develop and execute innovative, results driven, marketing and sales strategies that maximise the awareness, appeal, profitability, growth potential and long term success of the business.
Key Result Areas	<ul style="list-style-type: none"> • Marketing • Sales • Business and Product Development • Customer Service / Customer Satisfaction
Key Behaviours	<p>Planning and Organisation – Effectively plans for and implements daily and weekly task lists, achieving them in a timely and coordinated manner.</p> <p>Communication Skills – Takes the initiative to communicate accurate, up to date plans and information to team members. Expresses thoughts clearly both verbally and in writing. Listens and understands others.</p> <p>Customer Focus – Anticipates and meets the needs of customers and responds in an appropriate manner. Demonstrates a personal commitment to identify customers apparent and underlying needs and continually seeks to provide the highest quality service and product to all customers.</p> <p>Analytical Ability – Reviews and analyses a wide variety of information and recommends a specific course of action.</p> <p>Initiative – Actively seeks opportunities to make a contribution rather than passively accepting situations.</p> <p>Leadership – Communicates personal vision and the organisation’s vision in ways that gains the support of others.</p>

Performance Outcomes

Marketing

- Develop, execute and review on a regular basis the overall marketing strategy, comprehensive marketing plan, communications plan and digital marketing strategy for the year ahead to maximise profitability, growth potential and long-term success of the business.
- Ensure all marketing tasks and communications align with our company business plan and marketing plan in a consistent manner.
- Build various media, marketing and sponsorship relationships to maximise the value of public relations exposure and opportunities i.e. press releases, visiting celebrities to the business i.e. David and Victoria Beckham, TV shows who visit the property i.e. The Bachelor, Sunrise, Sydney Weekender etc.
- Manage the process of engaging relevant external parties to create and develop high quality marketing collateral, signage and uniforms etc incorporating consistent branding, positioning and compelling content for all marketing activities and events, via web developers, graphic designers, SEO consultants, video and photo content creators, bloggers etc.
- Deliver detailed, accurate and reliable reports for all major marketing campaigns.
- Collect and interpret relevant customer, business and market research data in order to make effective results driven marketing decisions.
- Continually improve our social media awareness, appeal and engagement to achieve our marketing goals and generate sales.

Sales

- Employ high level sales and customer service skills in a manner that results in the maximum conversion of high value enquiries and quotes into bookings.
- Maximise revenue generated by servicing and upselling to high value corporate international/inbound tour groups, events and venue hire bookings.
- Implement sales, marketing and promotional strategies that maximise sales, minimise shoulder and off-season troughs and increase yield.
- Enhance the customer interface of our online booking system to maximise online bookings.
- Promoting and representing the business at conferences, trade fairs and networking events.
- Promote Glenworth Valley as a quality, highly desirable and versatile destination for the experiences we offer.
- Responsible for measuring reporting on and achieving sales targets.

Business and Product Development

- Identify and initiate innovative business development opportunities and trends to diversify our product range, increase the revenue base and profitability of the organisation to ensure its future prosperity and success.
- Seek out new markets and distribution channels to grow the business.
- In conjunction with the CEO prepare competitive tourism award submissions for tourism and events programs.
- Develop new ways of packaging and cross marketing our products and services
- Maximise the value of contracts and partnerships with tourism distributors including Inbound Tour Operators, online distributors such as Red Balloon, Adrenaline and other online wholesalers.
- Grow and develop relationships with businesses and organisations capable of referring or generating bookings for us such as Central Coast Tourism, Business Events Sydney, PCO's, wedding and event planners, accommodation providers, other operators, suppliers etc and collaborate to maximise bookings and bed nights for the region.
- In conjunction with the CEO identify, submit and secure grant funds to invest in new business development initiatives.

Customer Service / Customer Satisfaction

- Provide excellent quality customer service to all in a happy, helpful and professional manner that encourages customers to choose us to fulfil their needs and that maximises overall customer satisfaction.
- Take an engaging approach towards building positive relationships and rapport whilst demonstrating professionalism.
- Respond to all enquiries in a timely and effective manner and within 24 hours for all booking enquiries.
- Responsible for monitoring and reporting on customer satisfaction levels for all aspects of the customers experience and obtaining specific feedback and recommending changes to the management team on how we can improve our product and service delivery.
- In conjunction with the MD and CEO recommend measures to maintain and enhance the appearance of all facilities that impact the customers impression of the business and the

experiences we offer.

- Improve customer experiences by developing an improved point of sales area and quality directional signage.
- Review signage needs to increase customer satisfaction and sales.
- Arrange mystery shopping reviews of all key areas of the business.

Position Qualities, Skills and General Requirements

Essential Qualities and Skills

- Previous experience in a senior Marketing or Marketing & Sales role.
- Highly organised, ability to manage competing priorities whilst maintaining exceptional attention to detail.
- Superior marketing, sales and communication skills.
- Highly developed engagement, rapport and relationship building skills.
- Ability to achieve targets, meet deadlines and generate business sales.
- Advanced level of copywriting and content creation experience.
- Extensive social media and digital marketing management experience.

Desirable qualities and skills

- Experience in public relations and working with media.
- A proven self-starter, motivator and leader.
- High level of understanding of the tourism, recreation, events or hospitality industries.

General Requirements

- Glenworth Valley is a non-smoking work environment
- Applicants must satisfy Child Protection legislation and are required to provide a "Working with Children" clearance.