



Glenworth Valley Services Pty Ltd ABN: 42 658 080 810 T/A Glenworth Valley Wilderness Adventures

WILDERNESS ADVENTURE EXPERIENCES | CAMPING & ACCOMMODATION | AGISTMENT | EVENTS

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Thank you for enquiring about our Permanent Full Time **Digital Marketing Coordinator** role at Glenworth Valley Wilderness Adventures (GVWA), Australia's largest horse riding and wilderness adventure centre.

About Glenworth Valley

GVWA is a diverse, multi-award winning business specialising in adventure tourism activities such as horse riding, kayaking, quad biking, abseiling, laser skirmish and corporate team building activities. We also offer camping and horse agistment services as well as corporate and wedding functions and deluxe eco accommodation to our range of experiences available on our 3000 acre wilderness property. We have been a family run business for more than 50 years and employ a passionate team of 40 full time and approximately 80-100 part time and casual staff.

Why do people love working at Glenworth Valley?

Employment at Glenworth Valley makes for a great lifestyle and ideal work environment due to the magnificent natural scenery, the fun and enjoyable services we offer and the amazing, friendly team of people you will be working with. This role offers mentorship in all aspects of digital marketing within an adventurous, outdoor-focused environment. The Marketing Coordinator will gain hands-on experience across a wide range of marketing activities, preparing them for growth in the field.

Previous team members have accelerated their career progression through mentoring, gaining the expertise needed to move into senior roles. Glenworth Valley Wilderness Adventures is an equal-opportunity employer, committed to fostering a supportive and innovative work environment where each team member can thrive and contribute meaningfully. Glenworth Valley is located only 4 kilometres off the M1 Motorway via the Calga/Peats Ridge exit which is 15 minutes from Gosford. This role offers a flexible split of work from home and office based days. To familiarise yourself with the nature of our businesses, please visit www.glenworth.com.au

Who we are looking for

The ideal candidate is proactive, curious, and ready to dive into a variety of marketing activities. They should be eager to learn and embrace opportunities to enhance their skills in social media management, content creation, SEO, and website maintenance. We welcome applicants who are eager to immerse themselves in a dynamic role that blends creativity with digital marketing skills. All applicants must be non smoking and will be assessed using the answers provided in the GV application form and against the list of key result areas in the position description.

Purpose of the Role

This role focuses on enhancing Glenworth Valley's online presence through organic social media management, content creation, and digital insights, whilst supporting SEO, SEM and eDM activities. The Marketing Coordinator will be instrumental in creating engaging content, maintaining our online voice, increasing awareness and website visitation, and providing insights to drive customer engagement.

Rates of pay

The successful applicant will be rewarded with annual Salary of \$75,820 Including Superannuation (\$68,000 exc super). This rate includes and offsets all other entitlements in the award. All rates are before tax and annual pay increases will be based upon the successful achievement of all the requirements of the position description and KPI's.

Hours of employment

The typical hours of employment are generally Monday to Friday 8.30am to 5.00pm including a 30min unpaid lunch. This will be worked via a mix of both work from home and office days. Generally 2-3 days in the office and 2-3 days from home.

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

Position Description

Title:	Digital Marketing Coordinator
Reports to:	Sales and Marketing Director
Direct reports:	N/A
Hours:	Permanent Full time hours of employment generally 8:30am-5pm Monday to Friday worked via a mix of office days and work from home days
Grade:	Grade 4- Amusement, Event and Recreation Award
Breaks:	Lunch 30 minutes
Last Updated:	October 2024

GLENWORTH VALLEY WILDERNESS ADVENTURES

Our Mission	To provide exceptional experiences sustainably by connecting people through our spectacular wilderness
Our Vision	To be Australia's leading provider of outstanding wilderness experiences.
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Key Result Areas

Social Media Management	<ul style="list-style-type: none">• Develop and manage an organic social media content calendar.• Create, design, and schedule engaging social media posts across platforms using graphics, copy, and videos.• Capture lo-fi footage of Glenworth Valley activities, including horse riding tours, petting farms, weddings, and corporate events.• Liaise with external videographers for key projects and handle minor video editing tasks as needed.• Oversee Glenworth Valley's social media accounts, including content creation, posting, community engagement, and performance tracking.
Campaign and Content Production and Editing	<ul style="list-style-type: none">• Develop targeted campaigns to promote Glenworth Valley's products, services, and events, with a strong focus on lead generation and conversion.• Assist in the planning and execution of digital campaigns across social media, email marketing, and website channels, ensuring timely delivery and alignment with marketing goals.• Oversee Glenworth Valley's social media accounts, including content creation, posting, community engagement, and performance tracking.• Assist in coordinating photoshoots, video production• Use Photoshop and basic video editing tools to produce visual content (experience preferred but not required).• Manage and update the Glenworth Valley website using WordPress and Elementor, creating new pages and ensuring content aligns with brand standards. (experience preferred but not required).
Digital Marketing Administration, Insights and reporting	<ul style="list-style-type: none">• Track and report on social media performance, customer bookings, and engagement metrics.• Review SEO, Google Analytics and SEM reports, identify trends, and provide actionable insights for digital strategy improvements.• Track and manage the marketing media budget• Handle administrative tasks and provide support for marketing projects and events.• Produce clear and concise reports for senior management, highlighting successes, areas for improvement, and potential growth strategies.

Collaboration	<ul style="list-style-type: none"> • Stay current with industry trends, continually improving Glenworth Valley’s digital strategy and staying ahead of emerging marketing practices. • Proactively identify and respond to fluctuations in demand by assisting with the creation and implementation of distress campaigns to boost engagement and fill bookings. • Assist in the collaboration with internal teams to understand their needs, translating these insights into actionable marketing and communication strategies. • Liaise with vendors, influencers, and third-party partners to support content creation, media production, and promotional initiatives. • Establish productive relationships with external stakeholders and influencers, coordinating collaborations that align with our brand and drive engagement. • Engage with social media influencers, managing collaborations and coordinating on-site visits for photo shoots.
Work Health and Safety	<ul style="list-style-type: none"> • Reflect, in attitude and performance, the standards Glenworth Valley Wilderness Adventures requires thereby acting as a role model for other team members • Perform all work with a high attention to detail and an absolute focus on appropriate safety standards and practices • Accurately document all incidents and near misses in a timely manner according to company policies and procedures • Exercise sound judgement and proactive safety focus in the carrying out of tasks and responsibilities in accordance with the WH&S requirements of the role.

Position Qualities, Skills and General Requirements

Key Behaviours	<ul style="list-style-type: none"> • Time Management – Manages a variety of priorities and responsibilities in a timely efficient manner. • Initiative – Actively seeks opportunities to make a contribution rather than passively accepting situations. • Interpersonal skills – Establishes productive, cooperative relationships. • Communication Skills – Maintaining professionalism, tact and diplomacy when working within a high paced environment. Expresses thoughts clearly both verbally and in writing. Listens and understands others. • Analytical Ability – Is able to review and analyse a wide variety of information and recommends an evaluated course of action. • Initiative – Actively seeks opportunities to add value to the business and make a contribution rather than passively accepting situations. • Operational Skills - To ensure that we provide the best of what the Valley offers to all our clients
Essential Qualities and Skills	<ul style="list-style-type: none"> • Strong creative and organizational skills, with the ability to handle multiple projects. • Proficiency in social media management; knowledge of SEO and SEM is a plus. • Familiarity with Photoshop, video editing, WordPress, and Elementor (preferred). • Analytical mindset with the ability to interpret data and adjust strategies accordingly. • Excellent communication and relationship-building skills, particularly with senior management, internal stakeholders and external collaborators. • Keen focus on problem-solving and continuous improvement, with a willingness to research and find answers or fulfill knowledge gaps. • Passion for delivering high-quality results quickly
Desirable qualities and skills	<ul style="list-style-type: none"> • Knowledge or experience in the tourism, recreation, or hospitality industries
General Requirements	<ul style="list-style-type: none"> • Own transport • Work as directed • Glenworth Valley is a non-smoking work environment • Working With Children Check