



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 **Digital Marketing Specialist** role at Glenworth Valley Wilderness Adventures (GVWA), Australia's largest horse riding and wilderness adventure centre.

This position is offered as either a Full time (40 hours per week) or Part time role (32 hours per week).

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 team members.

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 a unique opportunity to lead digital initiatives in a dynamic, outdoor adventure brand.

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

We seek a capable and diverse digital marketing professional with a strong background in Performance Marketing including digital strategy, website optimization, content production and SEO.

The ideal candidate has a passion for the outdoors and enjoys combining this with an analytical and solutions-focused approach, with the ability to manage projects, mentor junior team members and communicate effectively with internal and external stakeholders. You should be proactive, detail-oriented and able to balance both strategic thinking and hands-on execution.

Purpose of the Role

This role is responsible for the delivery of performance-led digital marketing initiatives, leading the day-to-day management of paid campaigns, optimizing website performance and improving the customer journey across key digital touchpoints, including SEO and SEM across Glenworth Valley's range of adventure experiences, accommodation, weddings, corporate events, Glenworth Grazing Festival and other special events.

Rates of pay

The successful applicant will be rewarded with an annual Full time Salary of \$90,000 plus super (\$100,800 inc) pro rata. 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.

Hours of employment

This role is being offered as either a Full time 40 hours per week or Part time 32 hours per week position based on the applicant's preference. A hybrid of both office days and some work from home days will be available. Usual hours are between 8-9am to 4:30-5:30pm.

What to do next

Please submit either a covering letter OR the accompanying [application form](#), together with your resume ASAP via email to employment@glenworth.com.au. If submitting a cover letter, please include:

- A little about your background and experience
- Why this role appeals to you and why you're suited to it
- Examples of your work, including links to campaigns, accounts or projects you're proud of

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 Specialist
Reports to:	Marketing Director
Direct reports:	Digital Marketing Coordinator
Hours:	Permanent Full time (40 hrs) or Part time (32 hrs) via a mix of office days and work from home days
Grade:	Awardless
Breaks:	Lunch 30 minutes
Last Updated:	February 2026

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

- Digital Campaign Management**
- Lead the strategy, execution and optimisation of paid digital campaigns across Google and Meta, driving measurable results across Glenworth Valley's range of adventure experiences, accommodation, weddings and corporate events, Glenworth Grazing Festival and other special events and aligned with marketing goals.
 - Build, manage and optimise end-to-end digital funnels to improve conversion rates and maximise return on investment.
 - Lead the development of high-quality digital content, including SEO-driven copy, graphics and multimedia assets, ensuring all content aligns with brand voice, standards and objectives.
 - Proactively identify and respond to fluctuations in demand by creating and executing timely distress campaigns to drive conversions.
 - In collaboration with the Digital Marketing Coordinator, oversee Glenworth Valley's social media content strategy, including content creation, scheduling, community engagement and performance tracking.
 - Evaluate, test and implement AI tools, emerging platforms and new communication channels to enhance campaign effectiveness and efficiency.
 - Manage campaign budgets, forecast monthly spend, monitor performance against targets and reconcile discrepancies.
 - Maintain consistent brand presence and standards across all digital content and campaign touchpoints.
 - Assist in coordinating photoshoots and video production to support campaign and content requirements.
- Strategic SEO and SEM Management**
- Develop and lead comprehensive SEO and SEM strategies to drive sustainable organic and search-led growth via traditional SEO and emerging AI driven search
 - Analyse SEO and SEM performance, identifying trends and opportunities to improve rankings, conversion rates and return on investment.
 - Align keyword strategies, landing pages and paid search campaigns with Glenworth Valley's brand positioning and storytelling, ensuring consistency across all search touchpoints.

- Website Optimisation & Digital Project Management**
 - Drive the continual optimisation of the website to improve UX and commercial outcomes
 - Oversee digital initiatives including brand refresh, website optimisations and redevelopment, AI integration, new communication platform projects
 - Play a key role in advising the business on digital innovation and emerging trends
- Analytics, Insight & Continuous Improvement**
 - Track, analyse and report on campaign and channel performance, identifying trends and opportunities to improve rankings, conversion rates and ROI.
- Leadership & Team Support**
 - Act as the 2IC to the Marketing Director, managing key projects as required
 - Mentor and support the Digital Marketing Coordinator
 - Collaborate 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.
- Work Health and Safety**
 - 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**
 - **Time Management** – Manages a variety of priorities and responsibilities in a timely, efficient manner.
 - **Initiative** – Actively seeks opportunities to add value to the business and 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 fast-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 recommend an evaluated course of action.
- Essential Qualities and Skills**
 - Proven expertise and hands-on experience in paid media/Performance Marketing (Meta, Google, TikTok, YouTube) and experience with Meta Business Suite and Google Ads.
 - Demonstrated success managing websites including conversion optimisation and online booking funnels to achieve revenue growth.
 - Strong experience in SEO, SEM and digital content strategy, with the ability to interpret data to optimise performance.
 - Experience managing and updating websites built on WordPress, including the use of Elementor.
 - Proficiency in content production tools (e.g., Adobe Creative Suite, Canva, Video editing tools)
 - Proven ability to manage multiple projects and stakeholders simultaneouslyAnalytical mindset with the ability to interpret data and adapt strategies based on performance metrics.
 - Strong communication and interpersonal skills
 - Some flexibility to work occasional evenings and weekends, from time-to-time, if required
- Desirable Qualities and Skills**
 - Knowledge or experience in the tourism, recreation, or hospitality industries
- General Requirements**
 - Own transport
 - Work as directed
 - Working with Children Check
 - Glenworth Valley is a non-smoking work environment