



[www.tasmaniannaturecompany.com.au](http://www.tasmaniannaturecompany.com.au)

The Tasmanian Nature Company operates Tasmanian Devil Unzoo, Devil Tracker tours and a new one day wildlife tour from Hobart.

### **MARKETING COORDINATOR – PART TIME**

**This is an exciting opportunity to join the team at the ground-breaking Tasmanian Nature Company to proudly market and help develop exciting new nature-based experiences for our increasing number of visitors.**

We are seeking a "can do" person for the role of Marketing Coordinator to:

- \* market our visitor experiences directly to consumers, especially through social media, and also through the local and international travel trade,
- \* help develop new visitor tours and experiences and
- \* help promote the company's work to help save endangered Tasmanian devils.

#### **Location**

The primary location of this position is in Hobart although travel to interstate and international tourism trade events may be required from time to time

#### **The position**

This is a part time position with negotiable hours and remuneration

You will be required

- to work with a family business
- to take a lead role in a small team
- to develop and maintain an effective marketing programme in conjunction with the company directors

## Duties

- Manage the company brand thoroughly in relation to all business activities
- Travel trade – Identify market opportunities and provide up to date product information and maintain close relationships with the on-line, international and domestic travel trade and attend trade events as required
- Website - work with the webmaster to maintain and update web information
- Social Media - work with the company directors to manage social media and product reviews
- PR - Manage visiting travel industry famils and media and
- Team member - Work with the company directors as part of the management team
- Partnering - develop positive business relationships and partnerships with other appropriate tourism suppliers
- Library and back up material - manage a suitable image and info library for the company website, the travel trade and media
- Reporting - Provide monthly reports to the business directors

Your duties will be based around The Tasmanian Nature Company's brand and mission to offer unique high quality experiences based on Tasmania's unique natural heritage and to market this to the world.

### **This is an outdoor role with the following criteria**

- A dependable record in marketing
- Willing to ensure marketing activities run thoroughly and reliably
- An understanding of Tasmanian natural heritage
- Willing to work as part of a small team
- Excellent communication skills and personal presentation
- Willingness to comply with workplace policies and standards
- Current manual driver's licence with own car
- Formal marketing qualifications will be an advantage

### **The workplace**

You will look forward to working in a small family business environment which requires commitment to delivering, firstly, a first class visitor experience at all times

You will be working in conjunction with the business directors

The Tasmanian Nature Company's experiences operate on a 7 days a week basis except Christmas Day. You may be required to work on weekends, especially for trade events

The Tasmanian Nature Company is a no-smoking and alcohol and drug-free workplace

### **Background**

The Tasmanian Nature Company is an innovative nature based tourism operator based on Tasman Peninsula.

Much background marketing research, especially with Asian, North American and UK agents, has been undertaken in recent years. A special opportunity exists to immediately build on this base.

The main product is the Tasmanian Devil Unzoo on Tasman Peninsula, a very high quality visitor experience that has received a TripAdvisor Certificate of Excellence for the past four years and currently is rating over 4.5 stars on the TripAdvisor site.

The successful applicant will be expected to maintain and build on this very high standard.

Recently The Tasmanian Nature Company has expanded to include a Devil Tracker 4WD Adventure operating from the Unzoo to monitor local wild devil activity with special nocturnal cameras.

A new wildlife based one day ecotour from Hobart is planned for the immediate future.

As a small private run family operation Tasmanian Devil Unzoo originally was established as the world's first Tasmanian devil centre about an hour from Hobart on Tasman Peninsula in Tasmania's South East.

In recent years it has been developed under a world first Unzoo master plan by renowned designer Jon Coe which embraces the surrounding natural world as well as the park inhabitants.

This includes a large native botanic garden and nature walks. Interestingly the boundary fence has been removed so the local wild animals can come and go as they wish.

The Unzoo is the major partner in the Peninsula Devil Conservation Project which aims to preserve the last secure natural population of devils on Tasman and Forestier Peninsulas.

The company's Save the Devil effort also includes raising funds for electronic roadside alarms to reduce wildlife road kill.

More info at [www.tasmaniannaturecompany.com.au](http://www.tasmaniannaturecompany.com.au)

### **Your response**

Please tell us about your ability to achieve success in this position by 5 pm, 10 November 2016.

**Email: John Hamilton at [taswild@inet.net.au](mailto:taswild@inet.net.au)**

**If are invited to an interview you may be asked the following questions:**

- What leadership roles you have taken?
- What experience have you had that is pertinent to the position?

- What initiatives have you taken and how successful have they been?
- What are your problem solving skills?
- What is your expected salary?