

Marketing & Experience Manager – Position Description

Work with Australia's newest luxury lodge.

On Board offers bespoke expedition cruises to Tasmania's most remote corners, including the world-heritage wilderness of Port Davey, southwest Tasmania. As this new business moves towards its vision of being Australia's leading intimate, experiential luxury wilderness experience, it's an exciting time to be involved in shaping and implementing On Board's business and marketing strategy. Following the launch of a custom-built expedition vessel just 12 months ago, On Board has already been recognised for excellence, winning Gold at the 2023 Tasmanian Tourism Awards for New Business and proudly securing our place as the latest addition to the Luxury Lodges of Australia collection.

On Board is seeking a talented individual to manage and deliver our marketing program and oversee operations.

Our chosen candidate will have the skills to lead our business and marketing strategy but also be happy to dive in and support our small team with operational work and customer service if required. You'll have a can-do attitude, exceptional problem-solving skills, attention to detail, and the ability to balance strategic planning with the always-on (and sometimes unexpected) demands of running a small business.

Day-to-day, you'll use your marketing know-how to reach and attract our target market effectively. You'll also be the key point of contact for a small team in problem-solving and planning for the guest experience and operations.

The role would suit someone seeking to work 2-3 days/week but could be a little more or a little less depending on the skill set and desires of the chosen candidate. Flexible working arrangements are available. Position available from May 2024.

Key responsibilities:

- Direct activities/tactics according to business goals and strategies including in key areas of Marketing, Operations, People and Customer Experience
- Develop and execute marketing strategies to effectively reach and attract target market, including:
 - Work with our marketing agency to deliver Google AdWords program
 - Develop/manage/grow key marketing partnerships e.g. Saffire Freycinet, Luxury Lodges of Australia
 - Advertising arrangements as a stallholder Australian Wooden Boat Festival

- Work with PR rep on famils/media to build awareness
- Maintain website content and SEO
- Newsletter content development
- Social media strategy
- Monthly reporting and analysis of business and marketing KPIs
- Recruitment for seasonal crew: hosts, skippers, guides, chefs
- Provide support/direction to Experience Coordinator on operations and customer service e.g.
 - Optimising guest experience processes and procedures
 - Optimising and managing experience delivery logistics
 - Planning

Scope may also include:

- Tourism award writing
- Growth and management of trade partnerships
- Content development for organic social media
- Developing/reporting on sustainability goals

If you're passionate about luxury wilderness experiences and possess the skills to lead both our marketing and operational efforts, we invite you to apply. Please send your resume to Alice van der Woude at alice@onboardexpeditions.com.au