

THE *Whitsundays*

THE HEART OF THE  GREAT BARRIER REEF

MARKETING & ADMINISTRATION ASSISTANT

Position Description



TOURISM
WHITSUNDAYS

Destination Marketing | Industry Development | Visitor Services



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MARKETING & ADMINISTRATION ASSISTANT

Position Description

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| Position title: | Marketing and Administration Assistant |
| Location: | Tourism Whitsundays Office, 1/5 Carlo Drive, Cannonvale QLD 4802 |
| Reports to: | Marketing Manager |
| Direct reports: | Nil |
| Basis of Employment: | Full time |

Our Organisation

Tourism is the regional tourism organisation responsible for promoting The Whitsundays as one of Australia's most iconic and desirable holiday destinations.. As an industry-driven, membership-based organisation, Tourism Whitsundays works in close partnership with local tourism operators, Whitsunday Regional Council and the Queensland Government to increase visitation, strengthen destination awareness, and support a sustainable and competitive tourism industry. Through these partnerships, strategic marketing campaigns and brand storytelling Tourism Whitsundays plays a key role in driving awareness, inspiring travel, and positioning the region as a must-visit destination to support the long-term success of the Whitsundays' visitor economy.

Tourism Whitsundays is seeking to recruit talented and committed people who:

- Are passionate about The Whitsundays tourism industry
- Behave in a way that builds trust and strong relationships with colleagues and partners
- Support a collaborative, inclusive and positive team environment
- Understand the importance of partnerships and stakeholder engagement
- Take a solutions-focused approach to challenges, with a proactive and adaptable mindset
- Act with integrity, accountability and pride in representing Tourism Whitsundays

Purpose of the role

The role of Marketing & Administration Assistant at Tourism Whitsundays is pivotal in supporting the delivery of the organisation's marketing activities and assisting with the day-to-day operation of marketing and administrative functions.

Reporting to the Marketing Manager, the Marketing & Administration Assistant will play a key role in supporting marketing operations by assisting with the administrative upkeep of databases and systems, supporting with reporting and performance tracking, and providing reliable support to the team. The role will also contribute to marketing campaigns and projects, while actively supporting corporate communications and member relations.

This position will suit someone who is highly organised and proactive, with a positive attitude and strong communication skills. You will enjoy working in a fast-paced environment, be eager to learn, and take pride in supporting both the marketing team and Tourism Whitsundays through reliable, efficient and professional assistance while contributing to a culture of teamwork, accountability and achievement.

Working at Tourism Whitsundays offers a unique opportunity to further your career while promoting one of Australia's most iconic destinations. You will gain hands-on experience across marketing, communications, events and industry engagement while working in a supportive, collaborative and purpose-driven team environment.

Role Requirements.

The successful candidate:

Must be:

- Passionate about building a career in marketing and/or tourism
- Proactive, self-motivated and detail-oriented
- Confident in communicating with a wide range of stakeholders
- Comfortable juggling multiple priorities
- Genuinely excited about marketing, tourism and learning on the job

Must have:

- A positive, can-do attitude with a willingness to learn and take initiative
- Strong written and verbal communication skills
- Good interpersonal skills
- Excellent organisational and administration skills with high attention to detail
- Strong problem-solving abilities and a proactive approach to challenges
- Ability to manage competing priorities and meet deadlines
- Ability to work in a fast-paced, team-based environment

Great to have:

- Experience in tourism, events, hospitality or administration
- Understanding of basic marketing, copywriting and/or design principles
- Knowledge of the Whitsundays tourism industry
- Experience using a CRM, EDM sending tool and/or Canva
- Basic reporting experience

Key Roles and Responsibilities

Marketing

- Supporting campaign delivery, reporting and performance tracking
- Assisting with the updating of marketing collateral and resources
- Providing copywriting and basic design assistance
- Compiling Tourism Whitsundays' corporate fortnightly e-newsletters
- Providing assistance across social media, digital and public relations
- Coordinating media and trade famils as required
- Any other marketing tasks as required

Administration

- Assist with the management of corporate social media accounts
- Helping to maintain Tourism Whitsundays member database
- Assisting with the coordination of TW events
- Any other administration tasks as required

Membership

- Supporting communications and engagement with Tourism Whitsundays' members
- Assisting with member enquiries, database management and other membership administration tasks as required

Team Work and Collaboration

- Work with the team to establish and maintain a culture of teamwork, achievement, accountability and outcome focus
- Proactively keep up to date with issues that may impact Tourism Whitsundays corporate goals and strategic objectives
- Actively participate as a team member across Tourism Whitsundays, contributing to corporate functions, including monthly networking nights
- Other activities as directed

To Apply

Please apply via Seek before the **9th of February, 2026** with:

1. A cover letter addressing how your skills meet the Marketing and Administration Assistant position description and answering the question 'Why do you want to work at Tourism Whitsundays?'
2. Your resume