

THE *Whitsundays*

THE HEART OF THE  GREAT BARRIER REEF

PR AND SOCIAL MEDIA SPECIALIST.

Position Description



TOURISM
WHITSUNDAYS

Destination Marketing | Industry Development | Visitor Services



PR AND SOCIAL MEDIA SPECIALIST.

Position Description

Position title:	PR and Social Media Specialist
Location:	TW Office, 7/303 Shute Harbour Road, Airlie Beach QLD 4802
Reports to:	Head of Marketing
Direct reports:	Nil
Basis of Employment:	Full time

Purpose of the role.

The PR and Social Media Specialist will play a key role in planning, coordinating and delivering Tourism Whitsundays' public relations, organic social media and influencer activity. Reporting to the Head of Marketing, this role will lead PR, media relations, social media content, channel management and performance reporting to help build awareness of The Whitsundays and promote the region as one of Australia's most iconic tourism destinations.

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.

Working for Tourism Whitsundays.

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

- Are passionate about The Whitsundays tourism industry and proud to represent the region
- Build trust and strong relationships with colleagues, partners and stakeholders
- Support a collaborative, inclusive and positive team environment
- Take a proactive, solutions-focused approach and act with integrity and accountability



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We are looking for a creative, strategic and highly organised professional who can confidently take ownership of social media channels, and deliver effective PR, media and influencer activity.

Ideally, we are looking for someone with experience across both social media and public relations. However, candidates with strong skills and experience in either area, combined with the enthusiasm and ability to develop their capability in the other, will also be considered.

Required skills and experience.

Must have:

- Experience managing paid and organic social media activity and influencers/creators

AND/OR

- Demonstrated public relations, media or journalism experience

AND

- At least 3 years experience in marketing, social media management or PR/media
- Strong copywriting and editing skills
- Exceptional verbal and written communication skills
- Experiencing building and managing relationships with stakeholders.
- Ability to take ownership of projects from briefing through to delivery.
- Strong organisational skills, with the ability to manage multiple and competing priorities
- Ability and willingness to learn and to develop any additional skills required for this position.

Great to have:

- A relevant qualification in marketing, public relations, journalism, or a related field.
- Demonstrated public relations or media experience
- Social media content creation and/or video editing experience.
- Experience working in the tourism industry.
- Knowledge of The Whitsundays region.
- Familiarity with AI tools and understanding of how to use them effectively.

Required attributes.

- **Problem solving and initiative:** Able to think critically, identify solutions and take proactive steps to keep work moving forward.
- **Collaboration and teamwork:** Work well as part of a team, supports others where needed and contributes positively to shared outcomes.
- **Autonomy and ownership:** Confident managing their workload, demonstrating accountability and following projects through to completion.
- **Stakeholder communication:** Comfortable working and communicating with a wide range of internal and external stakeholders.
- **Positive attitude:** Brings positivity and a solutions-focused mindset to all tasks.



PR AND SOCIAL MEDIA SPECIALIST.

Position Description

Social Media

Organic Social Media

Lead Tourism Whitsundays' organic social media activity.

- Develop and implement the organic social media strategy across Facebook, Instagram and TikTok
- Oversee the creation, curation and approval of channel-specific content, supported by the Marketing Assistant
- Monitor platform changes, trends and performance to continually improve activity and increase engagement
- Bring fresh and creative ideas to content, formats and emerging channel opportunities
- Monitor and report on organic social media performance, using insights to continually optimise activity

Paid Social Media

Support Tourism Whitsundays' paid social media strategy and delivery.

- Provide strategic recommendations on audience targeting, content and creative
- Assist with the delivery, optimisation and reporting of paid social media activity

Influencers and Content Creators

Lead Tourism Whitsundays' influencer and content creator engagement.

- Develop and implement influencer and creator strategies aligned with marketing objectives.
- Identify, engage and brief influencers and content creators, managing agreements, deliverables, content approvals and usage rights from initial outreach through to completion.

Public Relations

Media Relations and Outreach

Lead Tourism Whitsundays' media relations and outreach activity.

- Develop and implement media outreach strategies, identifying newsworthy destination stories and creating media releases, tailored pitches and editorial content.
- Proactively build and maintain relationships with relevant media, delivering updates, assets, content and media familiarisation programs as necessary,
- Respond to media enquiries and requests, coordinating interviews and supporting the delivery of Tourism Whitsundays' crisis communication plans when required
- Monitor media coverage and report on PR outcomes

Corporate and Stakeholder Communications

Support clear, timely and professional communications with members and key stakeholders.

- Write corporate communications, including CEO statements and organisational announcements
- Liaise with members to source updates and coordinate PR, social media and influencer opportunities
- Build and maintain strong working relationships with Tourism Australia, Tourism and Events Queensland, Whitsunday Regional Council and Tourism Whitsundays members.

Other

- Assist with other tasks as required.