



Cook Islands Tourism Marketing Corporation
GOVERNMENT OF THE COOK ISLANDS

PO Box 14 Rarotonga Cook Islands Phone (682) 29439 www.cookislands.travel

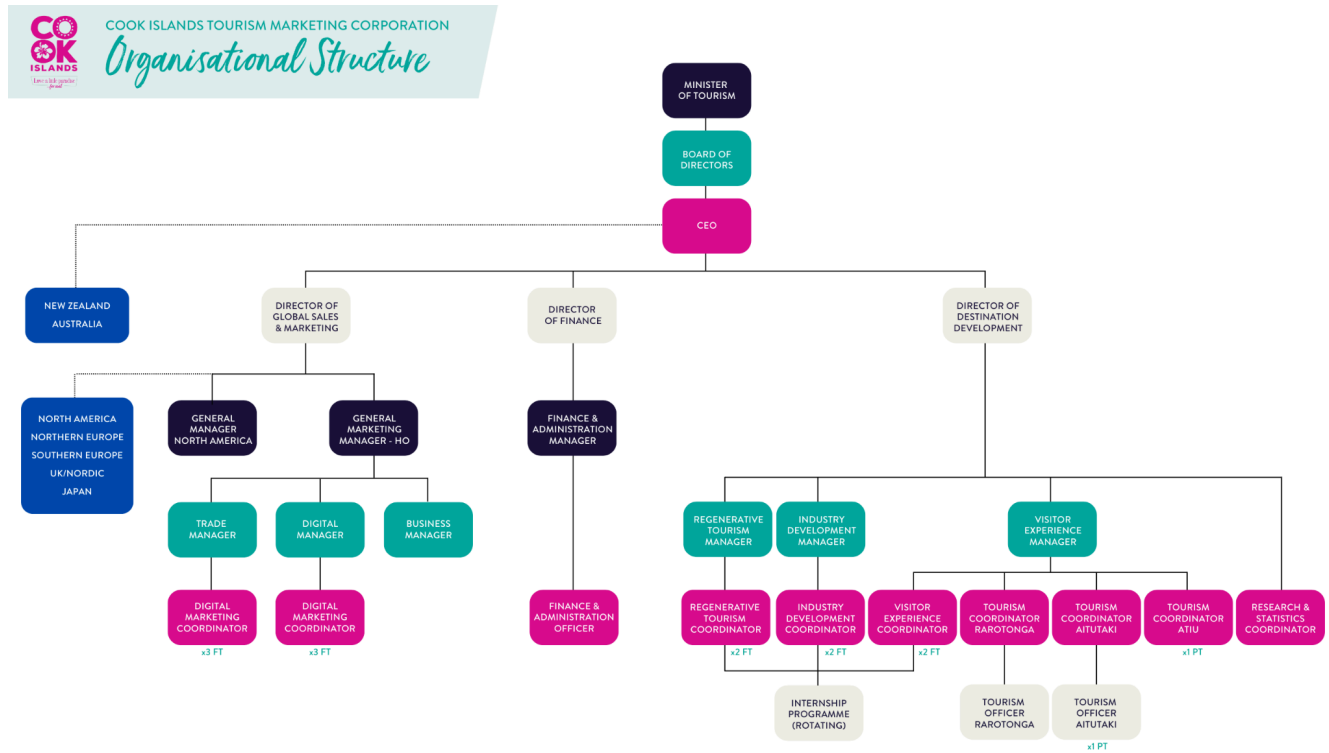
JOB DESCRIPTION

Job Title:	Digital Marketing Coordinator
Division:	Sales & Marketing
Responsible To:	Digital Marketing Manager
Responsible For:	None
Job Purpose:	To advance the corporation's digital marketing presence through the execution and development of its familiarisation and global communications digital platforms and upkeep of its social media strategy.
Job Band:	
Date updated:	December 2021

AGENCY VISION

"Tourism advances the well-being of resident Cook Islanders"

ORGANISATIONAL STRUCTURE – DESTINATION MARKETING



KEY RESULT AREAS (KRA'S)/OUTPUTS

KRAs for this position (maximum of 6)	Key Performance Indicators (use SMART principles)
<p>KRA 1: Destination Marketing - Planning & Budgeting List key 4-6 key tasks under each KRA</p> <p>Project Briefs Recommend projects that will either improve or reap award winning status</p> <p>Budgets Forecast ongoing maintenance and development costs to deliver on approved projects and activities.</p> <p>Social media calendar Plan monthly content calendar themes to raise destination awareness</p> <p>Develop copy and imagery content to influence engagement on all digital platforms</p> <p>Familiarisation calendar Oversee planning of familiarisation utilising Smartsheet program. Continuous liaison with respective markets to ensure successful planning of familiarisation itinerary.</p> <p>International Consumer, Trade and Road Shows Plan all consumer, trade and road shows to be attended by head office. Maintaining professionalism and a positive representation of the corporation.</p> <p>Digital platforms Oversee new development of data driven upgrades on digital tools and platforms</p> <p>Provide guidance on technical systems or processes</p>	<p>Performance indicators: Jobholder is successful when:</p> <p>Investments into digital marketing activities are based on the best ROI scenarios</p> <p>Head office Annual Operating Plan (AOP)</p> <p>Falcon.io Social media program (FB, Insta, Twitter, Pinterst etc) www.cookislands.travel</p> <p>Smartsheet procedures followed.</p> <p>Travel papers/Reports completed</p> <p>System improvements</p>
<p>KRA 2: Destination Marketing - Delivery, Monitoring and Reporting</p> <p>Digital Marketing Operations Ensure daily 'Housekeeping' duties are adhered -</p> <ul style="list-style-type: none"> • Execute the familiarisation program successfully. Ensuring all paperwork for familiarisation is in order. • Resolve technical and procedure issues raised • Monitor of budgets verse actuals • Social media reactions/engagements monitored and answered • Uploading of deals and campaigns • Updating website content • Upkeep of email distribution databases <p>Digital Content Management System (CMS) Ensure all digital marketing platforms and tools are kept up to date to ensure records are complete and uninterrupted services.</p>	<p>Policies and Procedures</p> <p>Communications strategy</p>

<p>Manage all digital assets including the editing and archiving of all moving and still photography and video</p> <p>Special projects Executing all market and industry requests as per deadlines Deliver on the corporations Marketing Strategic Document</p> <p>Reporting Assist management and Directors with information required for any and all reports for the Marketing Committee, Tourism Board, Tourism Industry, and Donor partners.</p> <p>Monitor emerging social trends and technologies</p> <p>Improve reporting tools for internal and external distribution</p> <p>Creative design Develop all required communication templates, design creatives and collateral for distribution internally and externally</p>	<p>Digital strategy</p> <p>Project reports</p> <p>Monthly reports</p> <p>Brand Standards and Guidelines Communications strategy Digital strategy</p>
<p>KRA 3: Stakeholder Management & Public relations</p> <p>Local Tourism Industry Facilitate industry and market participation in training activities through digital channels</p> <p>Disseminate market intelligence to local industry from data collected using digital channels and in consultation with Market Representatives</p> <p>Liaise closely with various industry members to provide digital marketing advice relating to the destination and/or product</p> <p>Trade and Media Visitation Ensure all PR articles as a result of a fam is accessible online and promoted through our social media channels in consultation with the Trade & Communications division and local industry</p> <p>Government & Private sector Participate in, and develop digital marketing initiatives with government and private sector partners</p> <p>Provide industry leadership and advice on all aspects of digital marketing and development</p> <p>Marketing Support Fund Execute digital marketing programmes and projects that deliver visitor arrivals and offer a return on investment</p> <p>Provide digital promotional support to organisations who execute local events</p>	<p>Monthly Reporting to Marketing Committee and Board of Directors</p> <p>eDMs Weekly newsletter Partnership programmes</p> <p>Monthly reports</p> <p>PBs</p> <p>Advise senior management of recommendations</p> <p>Marketing Support Fund/Calendar of Events</p> <p>Promotional support in kind</p>

<p>Tourism Awareness Programme To work closely with Destination Development division on the development and implementation of tourism awareness programmes for the industry and the community in general</p>	<p>Regular meetings with Destination Development Director Tourism Awareness Advertisements</p>
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<p>KRA 4: Communications and Brand Management</p> <p>Communication Contribute to Coconut Connection on a regular basis Manage Live Chat during allocated time slot</p> <p>Investigate best practice standards/mediums when delivering the Cook Islands message to all relevant audiences</p> <p>Analyse appropriateness and consistency of messaging across all media platforms</p> <p>Ensure a collection of Cook Islands Tourism collateral is available online and accessible by all markets</p> <p>Brand management Implement and manage the Destination Marketing Brand Strategy</p> <p>Raise brand awareness of the Cook Islands in key source markets</p>	<p>Brand Standards & Guidelines</p> <p>Planner, Trifolds, Top 10, 50 web videos. Housed online</p> <p>Increase in public relation features in key source markets.</p> <p>Brand Standards & Guidelines</p>
<p>KRA 5: General and Other</p> <p>Compliance To carry out the functions, duties and responsibilities of the Digital Marketing Coordinator.</p> <p>Marketing Procedures Adhere to set processes and provide solutions to ensure work is completed efficiently and effectively</p> <p>Regulatory Escalate serious issues to the Digital Executive and or Head Office Marketing Manager.</p> <p>Market Research Conduct market research in relation to technical developments which are relevant and appropriate to improve workflow and efficiencies. Make recommendations to senior management on improved new systems.</p>	<p>Marketing procedures manual</p>

WORK COMPLEXITY

<p><i>Indicate most challenging problem solving duties typically undertaken:</i></p>	
<p>1</p>	<p>Multi-tasking Planning and coordination of simultaneous projects/activities undertaken by a Digital Marketing Coordinator</p>

2	Measurement of ROI Working on a global scale, ensuring work carried out leads to conversion and an accurate measurement tool is applied
3	Communication through content generation Judgment of appropriateness and responsiveness of digital content. Ensuring relevant information is disseminated to the industry and markets in a timely manner
4	Trends / Technology Keeping up to date with changes and advances in the digital space (website / social media) and advising on approaches to adopt.
5	Creative deadlines Meeting deadlines for creatives. Facilitating the development of creatives once best practice agreed.

AUTHORITY

Authority levels expressed in terms of routine expenditure, granting loans, and recruiting and dismissing staff. (*Explain the authority if any*)

Financial	None
Staff	None
Contractual	None

QUALIFICATIONS (OR EQUIVALENT LEVEL OF LEARNING)

Level of education required to perform the functions of the position. This combines formal and informal levels of training and education.

Essential: (least qualification to be competent)	Desirable: (other qualifications for job)
<ul style="list-style-type: none"> Tertiary Degree in a related field including Business and Marketing, Website development and Graphic design. 	<ul style="list-style-type: none"> Post graduate papers in a related field including Business, Marketing and Project Management.

EXPERIENCE

The length of practical experience and nature of specialist, operational, business support or managerial familiarity required. This experience is in addition to formal education.

Essential: (least number of years to be competent)	Desirable: (target number of years you are looking for)
<ul style="list-style-type: none"> At least 3 years' experience in one or more: <ul style="list-style-type: none"> High level of computer literacy Graphic Design Skills Knowledgeable about Social Media Platforms Team management Good communication skills 	<ul style="list-style-type: none"> At least 4 - 5 years' experience in one or more: <ul style="list-style-type: none"> Web proficiency High level of computer literacy Graphic Design Skills Extensive Knowledge of Social Media Platforms Team management HTML coding Excellent communication skillset

KEY SKILLS /ATTRIBUTES/JOB SPECIFIC COMPETENCIES

Level of ability required for the job	
Expert	<p>Fully conversant with all applications of skill/knowledge in a range of environments/ would be recognised by others as expert in this skill/knowledge could be expected to train others in this skill.</p> <ul style="list-style-type: none"> Experience in design software (Adobe Creative Suite) Advance knowledge of design software Website Design and development Ability to prioritise work and meet tight deadlines Ability to multi-task and manage many projects at one time
Advanced	<p>Thorough understanding of skill/knowledge and is able to pass on skills in this area/recognised by colleagues as having proven skill/knowledge in this area.</p> <ul style="list-style-type: none"> Excellent interpersonal and communications skills Content Management Systems (CMS) Ability to work within budget Social media marketing Excellent organizational skills Search engine optimization/marketing
Working	<p>Sufficient skill to apply in day to day operations in a fluctuating environment/ does not require supervision for routine tasks.</p> <ul style="list-style-type: none"> Written content creation and editing Creative design Moving imagery editing skills Graphic design skills Computer proficient Troubleshooting

	<ul style="list-style-type: none"> • Flexibility/Adaptability • System monitoring and analysis • Knowledgeable about the Cook Islands
Awareness	<p>Limited understanding of skill and knowledge area. Sufficient in order to perform basic tasks.</p> <ul style="list-style-type: none"> • Customer Relations Management (CRM)

CHANGE TO JOB DESCRIPTION

Changes to the Job description may be made from time to time in response to the changing nature of the Agency work environment - including technological or statutory changes.

Approved:

HoM/Manager

Date

Employee

Date