

## Digital Marketing Specialist – Southern Discoveries

### Queenstown

It is not often you get the opportunity to combine a serious career opportunity with an amazing lifestyle! We have an outstanding opportunity for an experienced Digital Marketing Specialist to join our Sales and Marketing Team here in stunning Queenstown.

We are seeking a digital marketing specialist with the skills and knowledge to execute our strategies, develop our brand, grow our direct business and maximise the opportunities within New Zealand's largest industry. Key responsibilities will be SEO, paid search and online advertising, conversion optimisation, user experience, automation and insights.

You will bring at least three years of proven digital marketing experience, skills, and technical competency across the full digital marketing mix, knowledge of industry and marketing best practice, and the passion to seek and identify new opportunities.

To excel in this role, you will need to be a team player and an excellent communicator. You will demonstrate strong analytical skills and attention to detail in all of your work, and will be comfortable managing multiple projects and adapting to change. You will be part of an experienced and integrated marketing team working with leading external marketing partners and specialists.

### Key responsibilities include:

- Contribute to and implement digital marketing strategies in accordance with our sales and marketing plan.
- Work across multiple platforms and projects with active involvement in managing our web development and digital marketing agencies and resources.
- Ensure channels are optimised and customer end to end digital experience, conversion rates and funnel metrics are maximised.
- Manage our paid search and online advertising campaigns to drive direct business and ensure excellent ROI.
- Use your strong analytical skills to produce and champion insights for improved audience targeting, campaign planning, creative development, and market research functions.
- Work with relevant internal and external stakeholders to manage and maintain best practice SEO standards.
- Apply your passion and knowledge of new media and technology to automate our marketing and add value to our customer experience.
- Provide digital insights across the business ensuring the right tools, practices and standards are in place.

### The ideal candidate:

- Proven track record in the digital sphere with an analytical and data-driven approach, and a strong understanding of tools such as Google Analytics, Facebook Analytics and reservations software systems.
- Experience managing suppliers and ability to maintain strong working relationships with both internal and external stakeholders.
- Creative problem-solver with an innovative and can-do attitude.
- Self-motivated with a keen interest in staying up-to-date with digital advancements and new opportunities

Please email your CV to [hr@southerndiscoveries.co.nz](mailto:hr@southerndiscoveries.co.nz)