

**Position Classification:** Specialist/Team Leader

**Responsible for:** The Marketing Coordinator is responsible for the strategic execution and coordination of all Rutherglen-based marketing initiatives. This role acts as a brand custodian, driving awareness and revenue across the venue's primary pillars: Accommodation, Dining, Functions, and Cellar Door. You will work collaboratively with department heads to craft compelling narratives that connect digital audiences to regional experiences, including accommodation packages, wine releases and sales, restaurant offerings and off-site events. Some weekend work will/may be required.

**Leadership/Business influence:** Working independently and proficiently to a point where they may be directly supervising and delegating tasks to others.

**Reports to:** Hospitality Manager

**Location:** Rutherglen, Victoria

**Supervises:** N/A

### Main Functions and Activities

#### Digital & Brand Marketing

- Manage social media channels (Instagram, Facebook, TikTok etc.) with engaging content and regular scheduling.
- Update the website content, ensuring up-to-date menus, accommodation information, and event information and calendars.
- Work with our marketing team to coordinate design and create promotional assets (EDMs, flyers, digital banners) using tools like Adobe Creative Suite or Canva.
- Community engagement including responding to reviews (Google, Tripadvisor) and direct messages using a premium brand voice

### Cellar Door & Wine Club Support

- Promote cellar door tastings, seasonal wine-flight experiences, and on-site retail promotions.
- Support Wine Club campaigns, member sign ups and strategies.
- Implement strategies at the cellar door, restaurant and accommodation to grow the guest database
- Assist in cellar door and tastings

### Restaurant & Accommodation Marketing

- Develop targeted campaigns to drive midweek and seasonal accommodation and restaurant bookings.
- Collaborate with department heads to create integrated packages combining accommodation stays with dining and private tastings.
- Capture high-quality photo and video content of dishes, rooms, and vineyard views.

### Functions & External Events

- Coordinate marketing campaigns to drive inquiries for on-site weddings, private functions, and corporate retreats.
- Promote attendance at major regional events (such as the Rutherglen Winery Walkabout or Tastes of Rutherglen).
- Coordinate and manage external events including signage, tasting mats, price lists etc and post event reporting.

### Internal contacts

General Manager, Hospitality Manager, Winemaking team, Cellar Door Team Leader, Restaurant & Events Manager, Head Chef, Accommodation Supervisor, Marketing team

### External contacts

Tourism bodies, local media, print/design agencies, customers, suppliers

### Essential Capabilities and Experience

#### *Section Overview and Explanation*

- **Experience:** 1–3 years in a marketing, communications coordination role.
- **Skills:** Strong digital literacy (Meta Business Suite, Klaviyo, Canva/Adobe).
- **Attributes:** Exceptional organization, creative flair, and an ability to multitask across diverse business units.
- **Qualifications:** Tertiary qualification in Marketing, Communications, or Business. Current Victorian RSA (or willingness to obtain)
- **Certification:** Current RSA Victoria and NSW (or willingness to obtain)
- **Design & Editing:** High proficiency in Canva, Adobe Creative Suite, etc
- **Systems knowledge:** Familiarity with reservation systems (Seven Rooms)
- **Wine Knowledge:** Strong wine knowledge or a keen interest in wine

Incumbent Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Managers Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_