

## Marketing Executive - Advertising & Consumer

Evergreen Tours is one of Australia's leading tour operators specialising in worldwide deluxe cruising and touring. We currently have an opportunity for a Marketing Executive to join our Sydney Marketing team, working directly with our National Marketing Manager.

The successful applicant will be responsible for implementing advertising and marketing plans, primarily across consumer print and digital channels. Also will support any TVC activity.

The role involves:

- Developing & implementation of consumer press marketing collateral
- Developing & implementation of consumer digital marketing collateral
- Developing & briefing creative and media campaigns with in-house Designers and external Agency partners
- Booking media and associated administrative functions
- Developing and maintaining media schedules within budget
- Monitoring and reporting advertising effectiveness

This role will suit an organised, proactive applicant who possesses:

- 3 years minimum advertising and marketing experience
- Sound print production skills
- Digital marketing experience
- A self-starter who has the desire to take ownership and champion the role
- Excellent copywriting skills & verbal communication.
- Strong organisational skills, attention to detail and is an effective planner
- Creativity and problem-solving skills
- The ability to work well as part of a team
- The ability to meet deadlines and work under pressure
- Budget awareness and good business sense
- MS Office Experience
- Tertiary qualification in Marketing, Business or Communications

Evergreen Tours offer:

- Opportunities to access travel industry benefits
- Supportive management and a positive working environment
- A dynamic company with a great culture and a drive for success

Please send a cover letter with salary expectation and resume to:

[employment@scenic tours.com](mailto:employment@scenic tours.com) Applications close at COB Sunday, 14<sup>th</sup> August 2016.

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