



ROYAL MAIL HOTEL
DUNKELD

Marketing & Communications Manager

Dunkeld Pastoral Company is a privately owned business with its principal base at Dunkeld in the southern Grampians region of Victoria. The company manages a diverse range of businesses across the agricultural, land management and tourism sectors including operating the iconic **Royal Mail Hotel**. The Hotel is set in extensive Australian gardens, with stunning views of the Southern Grampians Ranges. The Royal Mail Hotel prides itself on creating a sustainable tourism focused, visitor experience that celebrates food, wine, people and place.

An opportunity to join the management team in the role of **Marketing & Communications Manager** is now on offer. Reporting into the General Manager of the Royal Mail Hotel, the role provides the opportunity to be based in either Dunkeld or out of the corporate office in Melbourne's CBD. For a Melbourne based candidate, there will be the requirement for regular travel to Dunkeld to spend time on property and cultivate relationships with internal and external stakeholders.

Working with a passionate and highly skilled team, the responsibility in this role is significant, and the breadth of role unparalleled in many other Manager level roles. As a team of 1 (plus outsourced support as required), we seek someone comfortable in the detail but able to rise to the strategic challenges when issued. The responsibilities included below are indicative of the role, but by no means exhaustive:

- Content & Communications – Custodian of the Royal Mail corporate brand communications strategy, content management and publishing the collateral, execution of EDMs, content ideation and creation for social channels including blogs.
- Social media – Development of the Royal Mail social media marketing strategy including calendar of initiatives, custodian of corporate accounts, management of agency/consultant spend, maintenance of reports that track growth and ROI back to the business.
- Website management – Ownership of the function, form, content management and UX of website in conjunction with web agency plus reporting of website metrics.

- Public Relations & Media – Lead development and delivery of brand and showcase campaigns, stories and PR initiatives across digital and traditional mediums, engagement with key external industry stakeholders.
- Partner with the hotel's Retail Wine Manager to grow the Royal Mail Club, an initiative launched in 2019 for passionate wine connoisseurs.
- Development of seasonal packages for guests, including pricing and accommodation/food & wine options.
- Management of 3rd party accommodation booking services and terms of business;
- Contributing to strategic initiatives as part of the executive team including brand extensions and new project developments; &
- Generating monthly reports detailing Marketing and sales insights for Directors and Board review.

The successful candidate will excel in a team environment partnering effectively with Directors, staff, management peers, media & tourism operators, suppliers, and the South-West Victorian community. They will also be highly pro-active, independent, show good judgement and be capable of executing their role with minimal instruction and supervision. To secure this role, the Marketing & Communications Manager will have:

- A tertiary qualification in Marketing, Communications or Business;
- At least 5-7 years consumer marketing experience, including experience in digital and social media marketing;
- A current Victorian Driver's Licence;
- The resilience, sense of adventure, and personal interest to immerse themselves in regional Victoria, understanding the nuances of working within a complex privately-owned business;
- The highest standards of professionalism and personal presentation, pursuant to being a representative of such a recognisable and high-quality brand;
- Outstanding interpersonal skills, with an ability to develop and build rapport instantly with people;
- Experience with Adobe Creative Suite (beneficial);
- A strong personal interest in food & wine and the tourism industry;
- A commercial basis for decision making, with an eye to business impact and efficiency gains; &
- Strong time management skills, and ability to prioritise tasks in a business with many moving parts.

For a confidential discussion regarding this role, please contact **Tom Hutchinson**, Client Partner, on [03 9631 1500](tel:0396311500). The successful candidate will be subject to reference checks, a national police check, social media backgrounding and certification of educational qualifications prior to an offer being confirmed.

Additional information concerning the Royal Mail Hotel & Dunkeld Pastoral can be found here: <http://www.royalmail.com.au/> and <http://dunkeldpastoral.com.au/>