

Communications Manager (Australia)

Branch:	<i>Brisbane, AU</i>
Work location:	<i>Office</i>
Reports to:	<i>Global Head of Marketing</i>

Our Values

In everything we do at Inside Travel Group, we strive to deliver a Quality and Friendly service with Integrity, Determination and Passion using our collective Knowledge. This is at the heart of the organisation, and the company looks for every individual to demonstrate this daily. Each member of the team is expected to exemplify the company values through their work and professional conduct. We expect everyone to set an example to those around them and to be conscious that they are representing the company when working with customers and partner organisations.

Our Culture

You'll be part of a fun, friendly team of employees, all of whom share a passion for our destinations, a belief in our brands and a strong collective sense of values and purpose. Our work culture is supportive, creative, and dedicated, and it's at its best when we all try to lead by example; the more you put in, the more you and the team get out, and it'll be important that you play your part.

Job Purpose

You will be our Australia communications expert, making sure the marketing approach reflects the audience needs and that we take advantage of partnerships, PR and campaign opportunities to grow market share.

The Role

As our Communications Manager, you'll work within a brilliant global marketing team but focus on growing the awareness of our brands in Australia through public relations and partnership campaigns. You'll also be the voice of the Aussie customer, making sure that the outputs from our global Digital and Content teams considers the needs and tastes of the Australian audience. Your expertise in strategic communication, public relations, and campaigns will drive our company's success in the dynamic and competitive Australian travel industry. Not every person can have every skill detailed in this role description - if you are a passionate and results driven communications professional, we want to hear from you.

Who you will be working with

Together with the UK-based PR & Partnerships Manager, our guru in all things press and product, you'll work to amplify our brand through press and relationship building that's got the right content and cadence for the Australia market. We have a global marketing function with a Head of Marketing, Head of Digital and Content Manager working across all territories. You will be integral in shaping how our digital communications and output are ever more relevant for the Australian audience. You'll support the Head of Digital and digital team to better understand your market, in turn they'll support you with localizing the website, email communications and targeted digital advertising. With the Aus Trade Manager and Business Development Manager, you'll ensure we have coverage in the travel industry press, too. Side-by-side with our Global Content Manager, sales and product teams, you'll develop a communications and content approach that fits with our brands but works for the Aus audience.

What you will be doing

Public Relations:

- Develop and execute a comprehensive PR approach to increase brand visibility through media
- coverage in the right publications (online and off, consumer and industry) to strengthen our presence in the Australian market.
- Cultivate and maintain relationships with key media outlets, travel influencers, and journalists to secure consistent coverage opportunities.
- Monitor and report on media mentions.
- Organise press trips to our destinations.
- Ensure we maximise all media opportunities by integrating them with social media/ content and wider marketing communications.

Campaigns and Content:

- Cultivate partnerships and negotiate partnership opportunities with tourism bodies, media outlets and aligned brands to promote our destinations and reach new audiences.
- Conceptualize, plan, and execute compelling partnership marketing campaigns tailored to the Australian market in coordination with the Digital Team.
- Collaborate with the Content Manager and Digital Team to make sure we have output (articles, blog posts, social media content and visual assets) that appeals to our Australian audience and takes the cadence/ seasonality of topics into account.
- Review and localise key major content pieces, like brochures and newsletters.

Audience Representation:

- Understand the preferences and needs of the Australian market, educating the business and providing valuable insights to the global marketing team.
- Serve as the primary marketing point of contact/ spokesperson for Australian customers, raising awareness of the customer and the local market across the team/ within the business.
- Cross-Functional Collaboration:
 - Collaborate closely with various internal teams, including Marketing, Sales, Customer Support, and Product Development, to ensure a cohesive communication strategy.
 - Provide communication support for product launches, promotions, and special events targeted at the Australian market.

Market Research:

- Stay updated on industry trends, competitor activities, and customer preferences in the Australia travel market.
- Conduct market research to identify potential opportunities, challenges, and areas for improvement, using insights to enhance communication strategies.

Outputs & Deliverables

- Communications plan in line with key events/ areas of focus for your market (to include email newsletter themes, press releases and social content themes)
- PR strategy and coverage reports
- Partnership / approach
- Blog, social and email themes/ content
- Campaign ideas and execution plans
- Awards management/ applications

Outcomes & KPIs

- Measurable Outcomes & KPIs
- Press coverage in key/ target publications

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- Reach through campaigns/ communications
 - Growth in database sign-ups and social following
 - Engagement with content/ emails/ social

What you will need

This is a varied role, and we welcome applications from candidates that can see themselves thriving in it, no candidate will have all experience in every aspect.

- Proven experience in communications, PR, or marketing roles, preferably within the travel or B2C lifestyle industry.
- Knowledge of the media landscape and key contacts with the key media players.
- Demonstrated success in managing PR campaigns and media relations.
- Strong understanding of the Australian market and customer preferences, with an ability to adapt communication strategies accordingly.
- Exceptional written and verbal communication skills, with a keen eye for detail and a talent for crafting compelling messages.
- Proficiency in using various communication tools, content management systems, and social media platforms.
- Ability to work independently, handle multiple projects simultaneously, and meet tight deadlines.
- Outstanding interpersonal skills and the ability to build and maintain relationships with stakeholders at all levels.
- Flexibility to travel for events and meetings.
- Clear evidence of being outcome focused, as opposed to being driven by tasks.

What we are looking for from you

You'll be an experienced communications player with results under your belt, great campaigns to tell us all about and evidence that reaching relevant audiences comes naturally to you. You'll be results orientated with a creative flair.

As a person, you love building networks and working with others and you'll be driven to get to know all the key players in the company and industry.

You will see challenges as opportunities, be calm under pressure and be comfortable with the complexity of working collaboratively across multiple brands in a global company. You'll always take ownership of your work, seeking to understand its effectiveness and actively seeking out feedback from your colleagues. We want to hear your ideas, see your creativity, learn from your analysis and feel the positive influence of your personality.

You know that seeking perfection gets in the way of experimentation, so balance testing ideas without settling for mediocrity

Beneficial skills and experience

- Experience of travelling in some/ all of the destinations we specialise in
- Experience of working in a travel PR role
- Evidence of growing a challenger brand in a communications role.

Pay and Conditions

Candidates will need to have the unrestricted right to work permanently in the relevant branch country. For this position, we are unfortunately unable to sponsor visas. It is expected that the majority of your initial induction and onboarding will take place in the office. We are happy to consider applications for hybrid, or remote working in line with our flexible working policy, subject to demonstrating task competency.

AUS

Salary	From \$85,000 - \$95,000 per year
Hours	38 hours per week
Holiday	25 days annual leave, rising by one day each year to a maximum of 28 days, plus statutory holidays, plus an extra day's leave for your birthday
Health	Employee Assistance Program; Personal & Sick leave entitlements; Covid-19 Vaccination side effects paid leave (1 day); Company paid parental leave – 1 week (in addition to any statutory entitlements)
Superannuation	11% p.a.
Bonus	Annual discretionary bonus related to company and individual performance of up to 125% of monthly salary
Benefits	Hybrid working • Volunteering leave • Regular staff socials • Discounted travel for staff, family and friends • Discounts via Perkbox • Designated learning and development time

About Inside Travel Group

Inside Travel Group Ltd is a growing travel company whose head office is in Bristol, with other sales branches located in Broomfield, Colorado and Brisbane, Australia, and an operations branch based in Nagoya, Japan. The company consists of specialist travel brands, InsideJapan Tours which was established in 2000, and InsideAsia Tours, established in 2012 and specialising in travel to South-East Asia. The multi-award-winning company offers unique group tours, tailored travel, and cultural experiences that few get the chance to discover. Our team have had years of experience living, working and travelling in destination countries, and we offer unrivalled advice and support, whatever the customer budget or personal interests. Our holidays grant people the chance to experience both the popular and little-known aspects of local culture, giving customers an insight into the diverse character of the country they are visiting.
