



MARKETING COORDINATOR – MARINE TOURISM

Casual Part-Time or Full-Time | Townsville, Queensland

Love marketing, tourism, travel and the ocean?

Adrenalin Snorkel & Dive is looking for an energetic, creative and commercially minded Marketing Coordinator to join our team in Townsville.

This is not a marketing role where you will spend every day sitting behind a desk.

One week you may be creating content from the Great Barrier Reef, the Museum of Underwater Art or the S.S. Yongala; the next you could be visiting travel agents between Airlie Beach and Port Douglas, representing Adrenalin at a local market or tourism event, preparing our monthly newsletter, developing a campaign, analysing booking trends or helping our front office during a busy period and interacting with enquiries through various social media channels.

About Adrenalin Snorkel & Dive

Adrenalin Snorkel & Dive is Townsville's longest-established dive training and marine tourism operator, providing access to some of North Queensland's most extraordinary marine experiences.

Our products include Great Barrier Reef snorkelling and diving, the Museum of Underwater Art (MOUA), the world-renowned S.S. Yongala wreck, PADI dive training, seasonal wildlife experiences and special reef expeditions.

We are looking for someone who can help us tell these stories, grow our audience and, most importantly, turn marketing activity into enquiries and bookings.

THE ROLE

Reporting to the Operations Manager, the Marketing Coordinator will take responsibility for the day-to-day coordination and delivery of Adrenalin Snorkel & Dive's marketing activities.

The primary focus of the position is marketing, sales development, content and industry engagement. As part of a small tourism business, the successful applicant will also occasionally assist with reservations, administration, customer service, events and operational requirements when needed.

Key responsibilities include:

Marketing Strategy & Campaigns

- Review, revise and implement the company's marketing plan, objectives and campaign calendar.
- Develop campaigns that increase awareness, enquiries, direct bookings, repeat visitation and around our Great Barrier Reef trips, MOUA, S.S. Yongala, dive training, special reef expeditions, wildlife experiences and seasonal products.
- Identify opportunities to strengthen the positioning of Townsville and Magnetic Island as Great Barrier Reef destinations.
- Monitor campaign performance and recommend improvements based on results.

Social Media & Content Creation

- Plan and manage regular content across Facebook, Instagram, TikTok and YouTube.
- Create engaging photography, short-form video, reels, stories, TikToks and other digital content.
- Develop a content calendar around trips, events, marine life, weather opportunities, special departures and tourism campaigns.
- Write engaging captions, advertising copy and promotional material.
- Create and publish website blogs and destination content.



- Update and maintain website content, product information and imagery as required.
- Encourage and manage user-generated content, guest stories and reviews.
- Work with photographers, videographers, influencers, tourism organisations and content creators.

Email, Database & Customer Marketing

- Produce and distribute a monthly customer newsletter.
- Develop targeted campaigns to previous customers, divers, local residents and other relevant customer segments.
- Promote Dive Club activities, special departures, courses and seasonal offers to existing customers.
- Update and maintain customer and marketing databases.
- Identify opportunities for customer retention, repeat bookings and referrals.

Agent Sales & Industry Relationships

A significant component of this role will be maintaining our tourism distribution network.

Responsibilities include:

- Regularly contact agents, with a target of monthly contact for priority accounts to build and maintain relationships with hotels, hostels, resorts, visitor information centres, travel agents, tour desks and tourism partners.
- Conduct regular face-to-face sales calls and brochure distribution throughout North Queensland.
- Undertake scheduled brochure and agent runs to Airlie Beach, Townsville, Magnetic Island, Cairns and Port Douglas.
- Educate agents about our products, schedules, selling points and new experiences.
- Identify and approach potential new agents and distribution partners.
- Maintain accurate agent contact and sales databases.
- Monitor agent production and identify opportunities to increase bookings from individual partners.
- Respond to Tourism and Trade enquiries

Events & Local Promotion

Represent Adrenalin Snorkel & Dive at tourism, community and promotional events, which may include but not limited to:

- Strand Night Markets
- Tourism trade events
- Dive shows
- Consumer travel shows
- Local festivals and community events
- Industry networking events
- Tourism workshops and familiarisations
- Other promotional opportunities throughout North Queensland

Responsibilities will include organising displays and promotional material, engaging directly with potential customers and partners, capturing leads and following up after events.

Tourism & Industry Partnerships

- Build and maintain strong relationships with organisations such as Townsville Enterprise, Tourism and Events Queensland, Tourism Australia, GBRMPA, QTIC, Dive Queensland and other tourism and marine-industry partners.
- Identify cooperative marketing and partnership opportunities.
- Work with complementary tourism businesses to develop packages, referrals and joint campaigns.
- Participate in familiarisations, media visits and industry activities.



Market Intelligence & Commercial Performance

- Monitor competitors, tourism trends, customer behaviour and emerging markets.
- Analyse booking sources, sales data, website performance and campaign results.
- Monitor Google Analytics and relevant digital marketing metrics.
- Track enquiries, conversions, campaign performance and return on marketing investment.
- Identify new domestic and international markets and recommend strategies to reach them.
- Monitor reviews and customer feedback to identify both marketing opportunities and areas where the customer experience can be improved.
- Prepare regular marketing updates for management covering activity, results, upcoming opportunities and priorities.

Brand Management

- Maintain a consistent Adrenalin Snorkel & Dive brand across digital, print and physical marketing.
- Coordinate brochures, flyers, signage, advertisements, promotional displays and other collateral.
- Ensure product information, pricing, imagery and messaging remain accurate across marketing and distribution channels.
- Maintain an organised library of photographs, video, logos, templates and other marketing assets.

Operational & Front Office Support

Adrenalin is a small, hands-on tourism business, and flexibility is important.

When required, the Marketing Coordinator may assist with:

- Customer enquiries by phone, email and in person
- Reservations and booking administration
- Retail and dive shop activities
- Customer check-in
- General administration
- Special events and group bookings
- Tourism and trade enquiries
- Operational support during particularly busy periods

ABOUT YOU

We are looking for someone who combines creativity with organisation and commercial awareness.

You will ideally have:

- Previous experience in marketing, tourism marketing, digital marketing, communications or a similar role.
- Relevant marketing, communications, tourism or business qualifications and/or demonstrated industry experience.
- Strong understanding of Facebook, Instagram, TikTok and YouTube.
- Experience creating engaging photo and video content.
- Excellent written English and the ability to write compelling marketing copy.
- Experience with email marketing platforms such as Mailchimp.
- Understanding of Google Analytics, Meta Business Suite and digital campaign reporting.
- Basic graphic design skills and experience with platforms such as Canva and/or Adobe Creative Suite.
- Strong relationship-building and networking skills.
- Confidence approaching tourism agents, accommodation providers and potential business partners.
- Excellent customer service and communication skills.
- Strong organisational skills and attention to detail.
- The ability to manage multiple campaigns, deadlines and priorities independently.



- A proactive approach who identifies opportunities.
- A genuine interest in tourism, the Great Barrier Reef and marine experiences.

DIVING & MARINE EXPERIENCE

Being a certified scuba diver is highly desirable.

A PADI Divemaster or Instructor qualification would be a significant advantage, particularly for someone who understands the dive industry and can confidently communicate our products to customers, agents and the wider diving community.

The successful applicant may also have opportunities to participate in our reef trips for product familiarisation and content creation.

Candidates who hold appropriate professional diving qualifications may have opportunities to assist with vessel operations where required and appropriately rostered.

OTHER REQUIREMENTS

- Current Australian driver's licence.
- Comfortable undertaking regular regional travel, including brochure and agent sales runs between Airlie Beach and Port Douglas.
- Ability to work occasional weekends and evenings for markets, events, trade shows and tourism activities.
- Ability to work independently while also contributing to a small operational team.
- Australian working rights.

WHY JOIN ADRENALIN SNORKEL AND DIVE?

This is an opportunity to market experiences that people travel across Australia and around the world to experience.

Rather than marketing a product from behind a desk, you will have the opportunity to experience and promote the Great Barrier Reef, MOUA, the S.S. Yongala and the marine environment surrounding Townsville and Magnetic Island.

In return, we offer:

- A diverse marketing position with significant autonomy
- The opportunity to influence the future marketing direction of an established tourism business
- Career development opportunities
- Competitive remuneration based on skills and experience
- Staff and product benefits
- Opportunities to experience our marine tourism products
- A unique working environment combining marketing, tourism, diving and the Great Barrier Reef
- The opportunity to build relationships throughout the North Queensland tourism industry

This position will suit someone who enjoys variety. You need to be equally comfortable creating a TikTok or newsletter, speaking with a travel agent, representing the company at a market, analysing campaign results and helping a customer at the front desk.



HOW TO APPLY

Please send your CV and a cover letter outlining your relevant marketing, tourism and/or diving experience to:

operations@adrenalindive.com.au

We would love to see examples of your work. Applicants are encouraged to include links to social media accounts, campaigns, photography, videos, blogs, websites or other marketing projects they have created or managed.

For further information about the position or Adrenalin Snorkel & Dive, please contact:

Nadine Huth
Operations Manager
Adrenalin Snorkel & Dive
07 4724 0600

As we operate within the tourism industry, some weekend and evening work will form part of this position.

If you are looking for a marketing role that combines creativity, tourism, travel, diving and the Great Barrier Reef, we would love to hear from you.