



**Hanmer Springs**  
Thermal Pools & Spa

## Job Description

**Job Title:** Digital Marketing & Communications Executive

**Reports to:** Marketing Manager

**About us:** Hanmer Springs alpine village, a place where history, wellness and connection come together. Our story is rooted in the rich heritage of our thermal pools and spa, offering a unique experience that promotes relaxation, rejuvenation, and sense of community. Not only is Hanmer Springs Thermal Pools & Spa an exceptional place to visit, but it is also an exceptional place to work with strong Vision, Purpose, and Values.

**Our Vision:**  
To be the most loved and memorable group of experiences in New Zealand

**Our Purpose:**  
To create enriching experiences connecting people to each other and to our place.

**Our Values:**

|                                                                                                                    |                                                                                                                           |                                                                                                                            |                                                                                                                             |
|--------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| <br><b>Manaakitanga</b><br>Care  | <br><b>Rangatiratanga</b><br>Leadership | <br><b>Kaitiakitanga</b><br>Guardianship | <br><b>Whanaungatanga</b><br>Family     |
| People are the heart of our business. Our culture is to care for, respect and value our customers and team members | We will maintain personal integrity and ownership in all actions and decisions we undertake                               | We will as guardians, conserve and cherish our environment, continually improving our sustainable practices                | Our people, community and visitors are family. We will cultivate a sense of belonging, support, collaboration, and teamwork |
|                                 |                                        |                                        |                                        |

## About the role:

The Digital Marketing & Communications Executive will own and grow Hanmer Springs Thermal Pools & Spa's digital presence and guest communications — across HSTPS, The Spa, Tea Kiosk Café & Grill, and the Information Centre & Gift Shop — through social media, email marketing, content and visual storytelling. Ensures every channel reflects the brand's warmth and voice, that every event and promotion gets seen by the right audience, and that HSTPS's story is told consistently across digital and communications channels. Works closely with the Marketing Coordinator (who owns website technical maintenance) and the Events Coordinator (who owns event-specific content) to keep all digital activity joined up.

## Key Responsibilities:

### Social Media

- Manage and grow HSTPS's social media presence across platforms including Facebook, Instagram and TikTok, developing and maintaining a distinct brand, tone and content style appropriate to each page's audience.
- Own the master social content schedule for the brand's always-on channels, working with the Events Coordinator to slot in and cross-promote event-specific content they've prepared.
- Create, source and edit content (copy, imagery, short-form video) for day-to-day social content outside of specific events.
- Monitor engagement and respond to comments and messages, managing community sentiment.
- Identify emerging trends, formats and platforms to enhance reach and engagement.

### Email Marketing (EDM)

- Own the EDM campaign builder platform end-to-end — template design, build, scheduling and sending.
- Manage and maintain the subscriber database, including segmentation, list hygiene and unsubscribe compliance.
- Write and design newsletters and campaign EDMs for guest, resident and trade audiences.

### Analytics & Reporting

- Own performance tracking and reporting across social, EDM and website — using tools such as Meta Business Suite and Google Analytics 4 (GA4).
- Set up and maintain GA4 tracking for the website and key campaigns, ensuring goals/conversions are properly configured.
- Provide regular performance reporting to the Marketing Manager, with insights and recommendations to improve future activity.

### Digital & Website Content

- Lead the quality, tone and storytelling of website content, partnering with the Marketing Coordinator, who owns technical maintenance, SEO and analytics.
- Support digital campaigns and promotions through strong content and storytelling.
- Support ecommerce engagement (e.g. online bookings, gift shop) through compelling digital communications.

### Photography, Video & Visual Storytelling

- Coordinate and manage regular photography and video content creation across HSTPS, The Spa, Tea Kiosk Café & Grill, and the Information Centre & Gift Shop.
- Ensure visual assets are high quality, on-brand, and capture the range of HSTPS experiences.

- Maintain a central image and video library for use across social, digital and communication channels.

### Communications

- Own the tone, clarity and consistency of all public-facing guest communications, ensuring appropriate style, format and voice across formal and informal channels.
- Support public relations activity, including media liaison and reactive communications.
- Lead urgent or reactive public communications (e.g. weather, access or operational updates) across social and digital channels, in support of the Marketing Manager.
- Set brand voice and communication standards for the wider marketing team, supporting the Marketing Assistant and Events Coordinator with tone and style guidance where needed.
- Assist with communications for sponsored or partnered events, and support the promotion of community-facing initiatives alongside the Marketing Assistant.
- Support clear internal communications, helping keep staff informed and engaged with key campaigns and initiatives.
- Keep across relevant tourism and industry developments that may affect guest-facing messaging or promotional activity.

### Cross-Team Collaboration

- Work closely with the Marketing Manager, Marketing Coordinator, Events Coordinator and Marketing Assistant to gather content and confirm accurate, up-to-date information.
- Coordinate with the Events Coordinator on timing and cross-promotion of event-specific social content (which they create) through the brand's everyday channels.
- Coordinate with the Marketing Coordinator on integrating website-driven campaigns and offers into social and EDM activity.

### Key Skills & Experience:

- 3+ years' experience in digital marketing or communications, ideally managing multiple brands or pages within one organisation.
- Demonstrated experience managing social media across platforms such as Facebook, Instagram and TikTok; paid social experience an advantage.
- Experience with EDM platforms and database management.
- Experience with Google Analytics 4 (GA4) or similar analytics tools, and comfort turning data into recommendations.
- Experience coordinating photography or video content, and maintaining a media library, is an advantage.
- Some experience in public relations or media liaison is an advantage.
- Excellent written communication, able to adapt tone and style across channels and audiences.
- Highly organised, able to manage multiple concurrent channels and deadlines.
- Experience in tourism, hospitality or leisure sector is an advantage, not essential.

### Candidate Requirements:

The successful candidate will demonstrate:

- A warm, authentic communicator who can represent brand voice across different channels.
- Creative, with strong initiative and attention to detail.

- A self-starter comfortable taking ownership of a broad, varied remit.
- Detail-oriented, especially around accuracy of guest-facing information.
- A collaborative team player, comfortable representing HSTPS in a professional and positive way.
- Excellent organisational and time management skills
- The ability to work collaboratively as part of a team
- A professional, approachable manner with strong interpersonal skills
- The ability to maintain confidentiality where appropriate
- The ability to represent Hanmer Springs Thermal Pools & Spa in a professional and positive way

### Limitations on Authority:

Matters which must be referred to the Marketing Manager in the first instance will include:

- All spend that is outside of agreed budget or marketing plans
- Any, and all new sponsorship or event partnership relationships and agreements
- Maintenance problems, machine breakdowns, security breaches and serious safety problems
- Security breaks
- Major work problems preventing the performance of listed tasks and responsibilities
- Personnel problems