



Hanmer Springs
Thermal Pools & Spa

Job Description

Job Title: Marketing Co-Ordinator

Reports to: Manager – Marketing

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:

 Manaakitanga Care	 Rangatiratanga Leadership	 Kaitiakitanga Guardianship	 Whanaungatanga 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 Marketing Coordinator supports the planning, delivery and administration of marketing activities across Hanmer Springs Thermal Pools & Spa. The role is responsible for coordinating campaigns and promotions, maintaining website content, supporting customer research and reporting, and providing operational marketing support to ensure the effective delivery of the organisation's marketing objectives.

Key Responsibilities:

Campaigns & Promotions

- Support the Marketing Manager and Digital Marketing & Communications Executive with the planning and delivery of marketing campaigns and tactical promotions across digital and traditional channels.
- Set up promotions on required platforms, such as the point-of-sale system and website.
- Communicate promotions internally to ensure staff have the information they need.
- Monitor and report on the performance of promotions and campaigns.
- Provide copy and content input for print and collateral produced by the Marketing Assistant, who owns design, print and distribution.

Website Maintenance

- Own day-to-day updates to the HSTPS website, ensuring accuracy of pricing, hours and booking policies, and publishing event page content prepared by the Events Coordinator.
- Update metadata and search settings to support SEO.
- Monitor website analytics and report on performance, feeding into the Digital Marketing & Communications Executive's wider reporting.
- Liaise with developers or agencies on larger website builds or fixes as required.

Customer Research

- Oversee the ongoing visitor satisfaction survey programme — distinct from post-event surveys, which sit with the Events Coordinator, and ad hoc research projects, which sit with the Marketing Assistant.
- Collate and distribute regular customer survey reports.

Event & Product Marketing Support

- Provide additional marketing capacity for major events and festivals as needed — such as campaign promotion and cross-channel visibility — with event planning, content and delivery remaining owned by the Events Coordinator.
- Help prepare launch materials and coordination for new products and experiences.
- Coordinate participation in trade and consumer shows as required.

Internal Reporting

- Track ongoing visitor and attendance numbers (e.g. gate counts, ticketing data) to support the Marketing Manager and Events Coordinator's own reporting — individual event reports remain owned by the Events Coordinator.
- Help collate marketing data and analytics across channels, and create presentation materials for the marketing team as required.
- Compile this reporting for the Marketing Manager and Digital Marketing & Communications Executive to feed into wider campaign and channel performance reviews.

Team Support

- Provide general marketing support to the wider team, including the Marketing Assistant and Events Coordinator.

Key Skills & Experience:

- A minimum of 1-2 years' experience in marketing, communications or related role.
- Familiarity with website content management systems, with the ability to learn new platforms quickly.
- Comfortable analysing data and interpreting results (e.g. website, survey and promotional performance).
- Comfortable compiling simple data and reports (e.g. attendance and visitor numbers) accurately.
- Good written and verbal communication skills, and a high level of attention to detail.
- Well organised, able to juggle a variety of tasks and deadlines.
- A proactive approach to problem solving.
- Experience in tourism, hospitality or leisure sector is an advantage, not essential.

Candidate Requirements:

The successful candidate will demonstrate:

- Eager to learn and build a broad marketing skill set.
- Reliable, organised and detail-focused.
- 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
- Warm, professional communicator who reflects the brand in everything they touch.

Limitations on Authority:

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

- 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