

Marketing Manager

Company Overview:

Trippas White Group is a leading hospitality company renowned for its commitment to providing exceptional experiences and creating lasting memories. Among our iconic venues, Me-Gal at Taronga Zoo stands out as a beacon of culinary excellence and guest satisfaction. We are on the lookout for a Marketing Manager to join our dedicated team.

Job Description:

As a Marketing Manager, your primary responsibility will be to spearhead marketing strategies and execute major campaigns. Collaborating closely with venue managers and internal teams, you will develop effective marketing campaigns that drive business growth and enhance brand visibility. The ideal candidate will possess a robust background in hospitality, account management, and campaign execution.

Key Responsibilities:

- Develop and implement marketing strategies for our venues.
- Craft and execute targeted marketing campaigns, managing all aspects from inception to completion.
- Oversee the briefing of graphic design, digital, and social media teams to ensure flawless campaign execution.
- Maintain strong relationships with external agencies and partners, including our PR agency, to amplify campaign reach.
- Update website content regularly and manage seasonal menu changes.
- Analyse campaign effectiveness, making strategic adjustments to optimize results.
- Ensure all marketing initiatives remain within budget and meet or exceed expectations.
- Be a dynamic team player—our team thrives on excellence and a straightforward, no-nonsense approach to getting things done.

Requirements:

- Bachelor's degree in Marketing or related field.
- Minimum of 5 years of experience in hospitality or lifestyle marketing, with a strong focus on account management.
- Proven track record in developing and implementing successful marketing strategies.
- Skilled in managing external agencies and partnerships.
- Strong analytical skills to assess campaign results and adapt strategies accordingly.
- Excellent project management skills, with the ability to thrive in a fast-paced environment.
- Experience with Asana and WordPress is highly desirable.
- Passion for the restaurant and bar industry, with a keen eye for emerging trends.

What We Offer:

- A collaborative team environment where everyone plays a crucial role in our success.
- Generous staff discounts at our esteemed venues.

Stakeholder management is a key aspect of this role, requiring effective communication and a proactive approach to maintaining excellent relationships with venue partners and managers.

If you are a results-driven marketing professional with a passion for hospitality and a proven track record of success, we invite you to apply.

Trippas White Group is committed to achieving a diverse workforce and strongly encourage applications from Aboriginal and Torres Strait Islander people.