

JOB DESCRIPTION

JOB TITLE

SENIOR MARKETING EXECUTIVE

REPORTS TO

MARKETING MANAGER

DEPARTMENT

MARKETING

DIRECT REPORTS

MARKETING COORDINATOR

POSITION OVERVIEW

Millbrook Resort is a premium 5-star luxury destination committed to delivering exceptional guest experiences and achieving excellence across all areas of operation.

The Senior Marketing Executive plays a pivotal role as the second-in-command within the marketing function, responsible for leading key marketing projects, driving PR strategy, and ensuring the seamless execution of both strategic and business-as-usual initiatives.

This role bridges strategy and execution—owning high-impact campaigns, overseeing digital platforms and marketing systems, and ensuring all brand communications reflect Millbrook’s premium positioning. Acting as a key partner to the Marketing Manager, the Senior Marketing Executive contributes to broader business objectives while supporting cross-departmental alignment and stakeholder engagement.

With a strong focus on performance, efficiency, and brand integrity, this position requires a data-driven, commercially minded marketer who can manage multiple workstreams, mentor junior team members, provide direct line management for the Marketing Coordinator, and deliver high-quality outputs in a fast-paced environment.

SUCCESS PROFILE

- 4–6 years’ experience in a marketing, brand, or digital role, with a strong end-to-end marketing skillset and the ability to deliver high-quality outputs with minimal direction, preferably within luxury hospitality or premium environments
- Proven experience leading integrated marketing campaigns and business-critical projects
- Strong understanding of PR and communications, with demonstrated success managing media relationships and brand exposure
- Experience mentoring or guiding junior team members, with the ability to provide clear direction and support development; experience with direct line management is advantageous but not essential

- Highly organised with strong project management skills and the ability to prioritise effectively
- Data-driven mindset, with experience in reporting, analytics, and performance optimisation
- Excellent copywriting and content development skills, tailored to a premium audience
- Strong commercial acumen and ability to align marketing activity with business outcomes
- Exceptional stakeholder management and communication skills across all levels of the business
- High attention to detail with the ability to deliver consistently high standards under pressure

POLICIES & PROCEDURES

- Ensure compliance with licensing laws, Health and Safety at Work Act 2015 and other statutory regulations.
- Show commitment to driving environmental and sustainable practices day to day within the role.
- Confidentiality of guest information is always essential in line with Privacy Act 2020.
- Adhere to resort policies and procedures.

KEY ACCOUNTABILITY

STRATEGY, PROJECTS & BUSINESS ALIGNMENT

- Lead key marketing projects and business-critical initiatives, ensuring delivery on time and to a high standard
- Support the Marketing Manager in developing and executing strategic marketing plans aligned to business objectives
- Contribute to new business initiatives, launches, and revenue-driving opportunities across the resort
- Identify marketing efficiencies and implement process improvements to enhance team performance
- Support budget planning, tracking, and forecasting

BRAND, PR & COMMUNICATIONS

- Own and lead PR strategy, including media relations, partnerships, and external communications to elevate brand profile locally and internationally
- Proactively identify and secure PR opportunities that support brand positioning and commercial objectives
- Ensure all marketing activity and communications align with brand guidelines and reflect the 5-star luxury positioning
- Lead the planning and execution of integrated campaigns across digital, content, PR, and on-site channels

- Partner with the Marketing Manager to develop content strategy targeting high value domestic and international audiences
- Oversee brand governance and consistency across all touchpoints

DIGITAL, PLATFORMS & SYSTEMS

- Own and oversee website performance, optimisation, and user experience
- Manage and continuously improve digital platforms and marketing systems, including CRM development and utilisation
- Oversee email marketing, database management, and guest communication channels
- Ensure all digital channels are optimised for performance, engagement, and conversion

MARKETING OPERATIONS (BAU)

- Plan and coordinate marketing campaigns, ensuring alignment across all channels and stakeholders
- Manage and coordinate external agencies, suppliers, and creative partners, including briefing, performance oversight, and ensuring high-quality, on-brand delivery aligned to marketing objectives
- Lead the development, execution, and reporting of marketing activity across all resort outlets
- Oversee collateral development and ensure all assets meet brand standards
- Implement on-site campaign messaging across key guest touchpoints

DATA INSIGHTS & PERFORMANCE

- Lead marketing reporting and insights, delivering regular performance updates with actionable recommendations
- Analyse campaign, digital, and guest data to identify trends and optimise performance
- Ensure accurate and timely reporting across all marketing activity
- Use data-driven insights to inform strategy and improve return on investment

VISUAL CONTENT & CREATIVE DESIGN

- Oversee the direction and execution of visual content, including photography and videography
- Manage creative partners to deliver high-quality, on-brand assets
- Maintain and evolve the resort's image and asset library
- Provide hands-on support for content creation where required

STAKEHOLDER ENGAGEMENT & INTERNAL COMMUNICATIONS

- Build and maintain strong relationships across all departments to support business-wide initiatives
- Act as a key point of contact for marketing within the business, ensuring alignment and clarity
- Coordinate communication of campaigns, promotions, and updates across internal teams
- Manage project timelines and stakeholder expectations effectively

TEAM SUPPORT & DEVELOPMENT

- Directly manage the Marketing Coordinator, providing support, feedback, and development opportunities
- Mentor and guide other junior team members across the marketing team as needed or requested by the Marketing Manager
- Oversee day-to-day workflow coordination to ensure efficient delivery of tasks
- Foster a collaborative, high-performing team environment

OTHER DUTIES

- Manage marketing administration including invoice processing and supplier coordination
- Respond to customer and stakeholder enquiries in a professional and timely manner
- Promote a positive, safe, and collaborative workplace culture
- Champion sustainability initiatives within marketing activity and wider business practices
- Perform additional duties as required by management

MEASURES OF SUCCESS

- Key projects and campaigns delivered on time, on brand, and to a high standard
- Increased brand visibility and quality of coverage across new and existing audiences through PR activity
- Digital channels and platforms are optimised and performing effectively
- Marketing activity demonstrably supports broader business objectives and revenue growth
- Strong stakeholder engagement and cross-department collaboration
- Processes are clearly documented and continuously improved
- Marketing systems and operations run efficiently and effectively
- Team members are supported, engaged, and performing at a high level