



Job Description

Head of Marketing and Advertising

Document Control

Position Title: Head of Marketing and Advertising

Department: Marketing and Advertising

Reports To: Chief Marketing Officer (CMO)

Version: 1.0

Job Overview

The Head of Marketing and Advertising oversees the strategic direction, planning, and execution of all marketing initiatives across Grand Royale Group's hospitality portfolio. This role leads the development of integrated marketing campaigns that enhance brand awareness, attract guests, and drive revenue growth for hotels, restaurants, events, and property divisions. The position requires strong leadership, creativity, and commercial insight to position Grand Royale Group as a leading name in Australian hospitality.

Key Responsibilities

Strategic Marketing & Brand Management

- Develop and implement comprehensive marketing and advertising strategies aligned with business objectives.
- Oversee brand management across hotels, restaurants, and property divisions.
- Ensure all marketing communications maintain consistent brand tone and visual identity.
- Monitor market trends and adjust strategies to maintain brand competitiveness.





GRAND ROYALE

GROUP

Advertising & Promotional Campaigns

- Plan, execute, and measure the performance of digital, print, and broadcast advertising campaigns.
- Manage agency relationships and vendor contracts for creative and media buying.
- Develop seasonal promotions, event marketing, and partnership collaborations.
- Oversee public relations, sponsorships, and community engagement activities.

Digital Marketing & Social Media

- Lead digital marketing initiatives, including website content, SEO, SEM, and email marketing.
- Oversee social media strategy, content creation, and influencer collaborations.
- Monitor analytics and digital performance metrics for continuous optimisation.
- Drive online engagement and direct booking conversions through innovative campaigns.

Team Leadership & Collaboration

- Manage and mentor a team of marketing coordinators, designers, and content creators.
- Collaborate with Operations, F&B, Events, and Sales teams to align marketing efforts.
- Coordinate with Finance on marketing budgets, forecasts, and ROI tracking.
- Foster a culture of creativity, accountability, and performance within the department.

Qualifications and Experience

- Bachelor's degree in Marketing, Communications, or Business Administration (Master's preferred).
- Minimum 7–10 years' marketing experience, including at least 3 in a leadership role.
- Proven experience managing campaigns in hospitality, tourism, or lifestyle industries.





GRAND ROYALE

GROUP

- Strong digital marketing, brand management, and analytics knowledge. Demonstrated success in developing and executing high-impact marketing strategies.

Skills and Competencies

- Exceptional leadership and strategic planning abilities.
- Creativity combined with commercial acumen.
- Strong project management and organisational skills.
- Excellent communication and negotiation abilities.
- Data-driven decision-making and analytical thinking.

Working Conditions

This is a full-time leadership position based at Grand Royale Group's head office in Gold Coast, Queensland. Occasional travel is required to hotels, restaurants, and partner sites for marketing projects and brand events.

Key Performance Indicators (KPIs)

- Growth in brand visibility and engagement metrics.
- Revenue and ROI from marketing campaigns.
- Consistency and effectiveness of brand representation.
- Team performance and innovation.
- Achievement of annual marketing objectives and budgets.

Company Values and Culture

Grand Royale Group values innovation, excellence, and authenticity in brand storytelling. The organisation promotes creativity, collaboration, and accountability in all marketing initiatives. The Head of Marketing and Advertising ensures these values are embedded throughout every campaign and communication channel.

Career Path

This position offers progression opportunities into executive roles such as Chief Marketing Officer (CMO) or Director of Brand Strategy within Grand Royale Group or the broader hospitality sector.

