



Job Description – Marketing Executive

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Position Title: Marketing Executive

Department: Marketing and Advertising

Reports To: Marketing Manager / Chief Marketing Officer (CMO)

Version: 1.0

Job Overview

The Marketing Executive supports the development and execution of marketing campaigns that promote Grand Royale Group's hospitality services, venues, and properties. This role assists with digital marketing, social media management, content creation, and promotional coordination to enhance the brand's visibility and engagement. The position requires creativity, attention to detail, and a strong understanding of the hospitality industry and consumer trends.

Key Responsibilities

Marketing Campaigns & Brand Promotion

- Assist in developing and implementing marketing campaigns for hotels, restaurants, and events.
- Coordinate promotional activities, seasonal offers, and partnership collaborations.
- Ensure brand consistency across all digital and print materials.
- Monitor competitor marketing and emerging industry trends.

Digital Marketing & Social Media

- Manage social media accounts and create engaging, on-brand content.
- Assist with website content updates, SEO optimisation, and email marketing.
- Analyse engagement metrics and report on campaign performance.
- Support paid advertising campaigns across social and digital platforms.





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Content Creation & Communication

- Assist with copywriting for promotional materials, newsletters, and press releases.
- Coordinate photography, videography, and design requirements. Maintain a library of digital assets, including logos and marketing collateral.
- Support PR and communication activities for brand events and partnerships.

Collaboration & Reporting

- Liaise with operations, sales, and event teams to support integrated marketing efforts.
- Provide weekly and monthly reports on marketing initiatives and outcomes.
- Assist in managing marketing budgets and supplier relationships.
- Contribute ideas to team brainstorming and creative sessions.

Qualifications and Experience

- Bachelor's degree or Diploma in Marketing, Communications, or related field.
- Minimum 2–3 years' experience in marketing, preferably within hospitality or lifestyle sectors.
- Proficiency in social media management tools and digital marketing platforms.
- Knowledge of Adobe Creative Suite, Canva, or equivalent design tools.
- Strong written and verbal communication skills.

Skills and Competencies

- Creative thinking and attention to detail.
- Strong organisational and multitasking ability.
- Analytical mindset and understanding of marketing metrics.
- Team player with effective communication skills.
- Passion for hospitality, travel, and customer engagement.





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Working Conditions

This is a full-time position based at Grand Royale Group's head office in Gold Coast, Queensland. The role may involve attending promotional events, photoshoots, and site visits at various Grand Royale Group venues.

Key Performance Indicators (KPIs)

- Growth in digital engagement and audience reach.
- Quality and consistency of marketing materials.
- Campaign effectiveness and ROI.
- Collaboration with internal teams and external partners.
- Contribution to brand awareness and reputation.

Company Values and Culture

Grand Royale Group values creativity, collaboration, and innovation in every aspect of its operations. The organisation encourages initiative, accountability, and excellence in brand representation. The Marketing Executive contributes to these values by promoting the brand with integrity and flair.

Career Path

This role provides opportunities for career advancement into senior positions such as Marketing Manager, Digital Marketing Specialist, or Brand Strategist within Grand Royale Group or the wider hospitality industry.

