



Job Description – Marketing and Communications Intern

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Position Title: Marketing and Communications Intern

Department: Marketing and Advertising

Reports To: Marketing Executive / Head of Marketing and Advertising

Version: 1.0

Job Overview

The Marketing and Communications Intern assists the marketing team in promoting Grand Royale Group's brand, services, and events across multiple hospitality venues. This role provides hands-on experience in social media management, content creation, and marketing campaign coordination while supporting the delivery of consistent and engaging communications.

Key Responsibilities

Digital Marketing and Content Creation

- Assist in creating and scheduling social media posts across company platforms.
- Support photography, video, and copywriting for promotional materials.
- Help maintain website content and update property listings and news.
- Contribute ideas for digital marketing campaigns and seasonal promotions.

Brand and Communication Support

- Assist with internal and external communications, including newsletters and announcements.
- Ensure brand consistency in all marketing materials and campaigns.
- Help prepare presentations and marketing collateral for management or clients.
- Support event promotion, sponsorships, and community engagement activities.





Market Research and Analysis

- Conduct research on competitors, customer trends, and emerging hospitality marketing practices.
- Assist in compiling marketing performance reports and social media analytics.
- Track engagement, reach, and conversion data for campaigns.
- Identify opportunities to improve content and brand visibility.

Learning and Collaboration

- Participate in brainstorming sessions and campaign meetings.
- Learn to use marketing and design tools such as Canva, Meta Business Suite, and Mailchimp.
- Collaborate with operations and HR teams to align promotional content with company goals.
- Apply feedback from mentors to enhance marketing and communication skills.

Qualifications and Experience

- Currently studying or recently completed Certificate IV, Diploma, or Bachelor's degree in Marketing, Communications, or Hospitality.
- Strong written and verbal communication skills.
- Basic understanding of digital marketing and social media tools.
- Creative thinking and attention to detail.
- Previous marketing or social media experience (preferred but not required).

Skills and Competencies

- Excellent organisation and time management.
- Strong creativity and visual awareness.
- Proficiency in Microsoft Office and basic design platforms.
- Ability to work both independently and collaboratively.
- Enthusiasm to learn hospitality branding and communication practices.





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GROUP

Working Conditions

This internship is based at Grand Royale Group's head office in Gold Coast, Queensland, with occasional travel to hospitality venues for content creation or event promotion. The role may require flexible hours depending on campaign or event schedules.

Key Performance Indicators (KPIs)

- Content Accuracy and Brand Compliance (target: 100%).
- Social Media Engagement Growth (target: monthly increase $\geq 10\%$).
- Campaign Support and Delivery Timeliness (target: 100% on schedule).
- Response Rate to Online Enquiries or Comments (target: ≤ 1 hour average).
- Marketing Report and Analytics Completion Rate (target: 100%).
- Creativity and Initiative Rating (target: positive evaluation from supervisor $\geq 90\%$).

Company Values and Culture

Grand Royale Group values creativity, innovation, and collaboration. The marketing department fosters an environment that encourages fresh ideas, cross-team cooperation, and growth opportunities for interns passionate about hospitality marketing.

Career Path

This internship offers opportunities to progress into positions such as Marketing Assistant, Social Media Coordinator, or Communications Executive within Grand Royale Group or other premium hospitality brands.

