



GENERAL MANAGER MARKETING

THE RIDE OF A LIFETIME FOR AN INNOVATIVE, DYNAMIC AND PASSIONATE MARKETER

Located on Queensland's Gold Coast, Australia's favourite theme parks, Dreamworld and WhiteWater World offer the most complete escape to fun and thrills for all ages and families in one location. SkyPoint, at the summit Gold Coast's Q1 building is a truly extraordinary venue. Opening this summer, SkyPoint Climb is a high altitude adventure to the top of the famous Q1 spires, 270m above ground level. Together our attractions offer a once in a lifetime opportunity for a dynamic, innovative and results driven **General Manager of Marketing** to join our team.

Reporting to the CEO and working closely with the General Manager Sales, you will be responsible for evolving the brand and maximising exposure. You will develop and lead the enhancement of key product alliances and partnerships. Crafting and leading the detailed implementation of marketing, promotional and digital strategy, you will drive attendance and maximise revenue's and profitability. As a member of executive team you will participate in the overall strategic direction of the business.

You will have significant senior leadership experience in a competitive market-driven industry that works with multiple key partners, and a proven record of success in developing strategies that deliver results. As an effective, entrepreneurial and savvy marketer you will have been responsible for marketing across a dynamic and changing environment that has varying products and marketing channels, including digital, EDM, promotions and PR.

Possessing superior communication and analytical skills, you will be commercially numerate with proven ability to deliver effective return on investment, manage costs, and contribute to yield strategy. Essentially you are an effective people manager, coaching and developing an enthusiastic team to exceed their own expectations.

Critical to success in the role will be your ability to develop and maintain key customer, business and sponsor relationships. Similarly, your ability to think outside the square to identify opportunities and handle multiple tasks and demands simultaneously is essential.

So if you are looking for the challenge and adventure of working in our nation's favourite attractions, send your application to recruitment@dreamworld.com.au or post to Human Resources, Dreamworld, Dreamworld Parkway, Coomera Qld 4209.