



### **Loyalty Marketing Manager**

- **Permanent position, ready to make your own!**
- **Dynamic, unique environment dedicated to 'FUN'**
- **Rare Loyalty Marketing Manager opportunity**
- **Manage Australia's 7<sup>th</sup> largest brand Facebook page**

Located on Queensland's Gold Coast, Australia's premier theme parks, Dreamworld and WhiteWater World offer the best of both worlds with double the thrills and double the fun in one convenient location. SkyPoint, located on the 77<sup>th</sup> floor of the Gold Coast's Q1 building is truly an extraordinary venue, 230m in the sky. Opening this summer, SkyPoint Climb will be a high altitude adventure offering guests the opportunity to climb to top of Q1 Tower. Our properties present a challenging career opportunity for a dynamic and results driven **Loyalty Marketing Manager** to join our team.

#### **A little about the role....**

Reporting to the General Manager Marketing, your primary function will be to ensure development and delivery of loyalty programs for Dreamworld, WhiteWater World and SkyPoint. This includes:

- Fostering loyalty with the membership based clientele across passholders, social networks such as Facebook and email databases
- Enhancing Dreamworld, WhiteWater World and SkyPoint's social marketing presence, monitoring and managing content distribution
- Provide regular analysis of loyalty and direct marketing campaigns
- Working with internal stakeholders and digital marketing agencies to develop, implement and maximize traffic generation initiatives

#### **Our ideal candidate.....**

You will have a minimum of 4 years experience in a similar position, coupled with a tertiary qualification in Marketing. A sound understanding of technical platforms is a must, along with a demonstrated ability working within the online and loyalty environment. Your strong analytical and communication skills will ensure you have the ability to analyse data and report findings. Your keen eye for detail, understanding and ability to design and copy write is a must. Knowledge of the Privacy Act and Tourism industry will be highly advantageous.

#### **APPLY NOW!!!!**

So if you are looking for the challenge and adventure of working in our nation's favourite playground, send your CV and a one page summary on-line or to: Human Resources, Dreamworld, Dreamworld Parkway, Coomera Qld 4209.

**Applications close Thursday 15<sup>th</sup> December 2011**

[dreamworld.com.au](http://dreamworld.com.au) | [whitewaterworld.com.au](http://whitewaterworld.com.au)