



Marketing & Partnerships Coordinator

Are you a trail loving marketing superstar keen to help grow the Whakatipu Basin's trail network?

The Position:

The Marketing & Partnerships Coordinator will work alongside the CEO Mark 'Willy' Williams and Board of Trustees to deliver engaging social media, marketing, fundraising, partnerships, special projects and administration that will keep the office humming. This one-of-a-kind role is as wide ranging as the Queenstown Trails.

Responsibilities:

- **Marketing** – Create content for QTT website, social media channels and email newsletter; digital campaigns, ads and reporting; work with DQ and other local organisations, media and partners; manage image library; manage development of QTT website.
- **Partnerships** – manage QTT's Official Partner Program including all communications; recruit new partners; invoicing and planning annual partner hui.
- **Fundraising** – Plan and implement fundraising campaigns, donor liaison, database management and reporting.
- **Special Projects** could include - Research; funding and grants; trail signage; trail volunteers; event management.
- **Admin** – Board support; minute taking; presentation writing; database management; invoicing and debt collection.

Core Skills Needed:

- Genuinely enjoy the trail network – we don't care if you ride, walk or run on the trails, we are just interested in your passion for them.
- Super organised with great communication skills and a passion for story-telling.
- Tech savvy, you'll be competent using tools such as Facebook Business; Google Analytics; CRM management experience (we use Vega.Works); Silverstripe CMS or similar; be capable of creating graphics via Photoshop, Canva or similar; Xero.
- You'll have a can-do attitude and be happy to work independently and take the lead regarding your own areas of responsibility.

About Us:

The vision of the Queenstown Trails Trust (QTT) is *"To create, nurture and maintain a world-class recreational trail network that connects our communities, is sustainable, integrated, well utilised and highly regarded, that enhances the health, well-being and quality of life of*

all Whakatipu residents and that attracts visitors from around the world". Core areas of QTT's business include managing the 'Great Ride', the 130km Queenstown Trail network, facilitation of new trails in the district, advocate for active transport, sustainable fundraising and encouraging greater participation of the trails. Visit www.queenstowntrail.org.nz for more on what we do.

We build trails for everyone, and to do that well, our team ideally represents all the users we serve. That's why we welcome applications from every age, gender identity, race, physical or mental ability and ethnicity. However, you must have the right to work in New Zealand.

If you love Queenstown's tracks and trails as much as we do - we'd love to hear from you! Send your CV and a cover note telling us why this is the job for you to mark.williams@queenstowntrail.org.nz by 15TH August.