PACIFIC TOURISM ORGANISATION

Position Description

Vacancy Title: Digital Marketing Officer
Location:
Reports To: None

Objective

The Digital Marketing Officer strengthens the technical performance and effectiveness of PTO's website, social media platforms, and related digital services to optimise digital marketing outcomes and increase the Pacific's visibility as a destination. Data, analytics, emerging tools, and responsible use of artificial intelligence are applied to improve platform performance and provide insights into digital marketing and travel trends for PTO and its members, reports to Marketing Manager.

Outcomes

Organisational Stakeholders

1. Digital Strategy Execution and Campaign Delivery Results

- Digital marketing action items from the Pacific Tourism Marketing Strategy executed across web, SEO/SEM, marketing database and email, social media, and display advertising campaigns.
- Digital marketing campaigns measured and reported against goals, including ROI and KPIs, in alignment with the Marketing Division Annual Work Plan.

2. Website Performance, Compliance, and Operational Results

- Marketing Annual Work Plan implementation supported to deliver outcomes on time and within budget in synergy with other PTO divisions.
- PTO website maintained and updated with mobile-first design, improved page speed, strengthened accessibility (WCAG), completed security patching, and enhanced search-friendly structure.
- Maximum website uptime achieved through regular testing and timely resolution of online issues.
- User experience optimised across PTO digital platforms.
- Digital marketing and travel trends monitored and analysed, and insights provided regularly to the management team and PTO Members.
- Compliance achieved with PTO internal risks and policies including data privacy, cybersecurity, copyright, and responsible use of AI.

3. Stakeholder Engagement, Member Support, and Capability Results

- Collaboration delivered with PTO staff and stakeholders to implement the Marketing Division Annual Work Plan.
- Technical expertise and capacity building delivered to PTO Members through training, toolkits, and guidance to support digital visibility, online booking, and promotional initiatives.
- Engagement and participation increased across PTO members and tourism stakeholders through coordinated digital marketing support.
- Visibility of PTO's digital marketing role increased through strengthened stakeholder engagement and communication.
- Partner support increased to deliver digital marketing outcomes through sustained relationship management.

Responsibilities - Key Competencies

Competence	Description
Business	
Risk Management	Analyse and manage risk.
Planning	Deliver results by developing, reviewing or following a work plan, action plan or operational plan.
Information Analysis	Make informed decisions by collecting and interpreting data and information
Documentation	Communicate using formal business writing.
Communication	Exchange information through verbal communication
Customer	
Customer Commitment	Demonstrate a commitment to customer service - both internal and external customers.
Promotion	Promote the value of the products/services offered by the organisation.
Relationship Building	Build beneficial relationships with suppliers and stakeholders.
Quality Focus	Deliver quality.
People	
Team Orientation	Work in a team towards a common aim.
Problem Solving	Develop practical solutions to a situation.
Innovation	Use original and creative thinking to make improvements and/or develop and initiate new approaches.
Self-Management	Manage your priorities and objectives efficiently and effectively
Professional	
Technical Strength	Demonstrate knowledge of a specialist discipline.
Technology Application	Apply technology.

Qualifications

Qualification	Discipline	Notes

Preferred

Degree	Information Technology/Computing, Web development or marketing	or other relevant field.

Desirable

Higher Degree incl. Post Grad Cert or Dip	Information Technology/Computing, Tourism Management or Marketing or related discipline

Work Knowledge and Experience

Minimum of 3–5 years of experience in digital marketing.

Proven experience in event management.

Experience in tourism marketing.

Advanced digital and IT skills including content management systems, SEO, web and social analytics, email and marketing automation, social media management tools, basic photo and video editing, and practical use of AI tools.

Experience interpreting data and producing performance reporting and insights for stakeholders.

Ability to work independently and collaboratively within a team environment.

Demonstrated high-level communication and interpersonal skills.

Demonstrated creative and innovative approach to digital marketing.

Requirements

Language Proficiency

Excellent command of English

Regulatory Compliance Requirements

Police Clearance

Other Required Statements

No other required statements found.

Interactions

Type	Interaction	Comments
Internal		
	Marketing Manager	
	All PTO staff	
External		
	PTO Members	
	Pacific Tourism Industry	
	Vendors	
	Stakeholders	
	IT Service Providers	
	Contractors	

Attributes

Behavioural Styles

Accountable	Assumes full responsibility for own actions and identifies with the success or failure of own part of the overall work/goal.
Achiever	Puts in effort to achieve a desired result or goal and is motivated by this end and the overall accomplishment.
Detail oriented	Attends to the small elements of a task/activity, ensuring completeness and accuracy.
Innovative	Devises new and creative ways to do things comes up with original ideas.

Interpersonal Styles

Forthright	Speaks out frankly without hesitation, showing a direct manner.
Perceptive	Shows keen insight and understanding of issues or situations.
Self Sufficient and Assured	Readily copes with situations without recourse/need of others, showing confidence and belief in oneself and one's own abilities
Team Oriented	Enjoys being with others as part of a group or team.

Thinking Styles

Analytic	Able to separate things into their constituent elements in order to study or examine them, draw conclusions, or solve problems.
Decisive	Reaches conclusions, promptly and firmly.
Disciplined / Systematic	Is controlled in conduct, shows an orderly pattern of behaviour, following a methodical and thorough approach
Imaginative	Generates ideas and images, showing creativity.

How To Apply

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Contact for Enquiries

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Closing Date: 06 Dec 2026