



## POSITION DESCRIPTION

<b>Position:</b>	<b>Wine Tasmania Marketing Officer</b>
<b>Award Classification:</b>	0.8-1.0 FTE (flexible & to be negotiated)
<b>Remuneration:</b>	\$90-95,000 pro rata plus statutory superannuation
<b>Position Term:</b>	Fixed term to 30 June 2027
<b>Reports To:</b>	Wine Tasmania CEO
<b>Location:</b>	Hobart

---

### Introduction

Wine Tasmania is seeking a fixed-term Marketing Officer to join our small and fast-paced team in promoting the island's talented wine producers.

If you're a self-driven, creative, outcomes-focused marketing or communications pro with experience in wine or luxury products, this might just be the job for you. We're looking for someone who is cool under pressure and able to manage competing demands, who is energised by our awesome wine producers and how we can best help their success, who can communicate very well across different audiences, who is very driven but also patient when that's needed and who sees life through a (wine) glass half full!

You'll play a key role in growing the Tasmanian wine sector's profile, value and audiences, and encouraging visitation to the island's cellar doors.

### Wine Tasmania

Wine Tasmania ([www.winetasmania.com.au](http://www.winetasmania.com.au)) is the peak, non-profit body representing the island's wine producers, supported by voluntary membership. Overseen by a seven-member Board and with four staff members, its key role is to promote Tasmania's wine, its producers, growers and makers, and to offer professional support and representation of their interests.

### Position Objective:

- To grow the Tasmanian wine sector's profile, reputation, value and audience, to encourage targeted audiences to preference Tasmanian wine and to visit the island's cellar doors, with a focus on benefiting Wine Tasmania's members.

### Key Responsibilities:

- Participate in the delivery of Wine Tasmania's marketing and communication activities
- Develop new marketing activities, aligned to the Wine Tasmania Strategy and Tasmanian Wine Brand
- Identify opportunities to encourage trade support of Tasmanian wine, including delivery of the Tasmanian Wine List of the Year Award, trade visitation programs and events - local and interstate

- Delivery of events, including wine tastings, promotional and educative sessions
- Prepare content for marketing material, including the Wine Tasmania website
- Build relationships and engage with Wine Tasmania's members to inform and support their marketing activities
- Participate and support public relations activities and social media campaigns
- Promote and support expansion of wine tourism experiences and offerings
- Support and provide input to Wine Tasmania's new export market development program, in partnership with the export contractor
- Support promotion of Wine Tasmania's VinØ (vin zero) sustainability program, in partnership with the program manager
- Research and maintain knowledge of key consumer insights and trends
- Assist with Wine Tasmania events and workshops
- Develop and build relationships with key stakeholders, including Tourism Tasmania, the Department of State Growth, regional tourism, food and beverage organisations
- Provide input into Wine Tasmania's monthly e-newsletter
- Prepare updates and reports for the Wine Tasmania Board
- Undertake other duties as directed by the CEO of Wine Tasmania
- Some intrastate travel will be required, and some interstate travel may be required

### **Required Qualifications and Skills:**

#### ***Essential:***

- Proven experience in marketing and / or communication, preferably in wine or luxury products
- An understanding and proven application of fundamental marketing theory and the marketing mix as applicable to wine businesses
- Good wine knowledge
- Excellent communication skills - written and verbal
- Professional presentation and public speaking skills
- Sound project management skills including the ability to manage time and resources to meet tight deadlines
- Events management / execution experience
- Self-motivated and driven
- High level of organisation and attention to detail
- Thorough understanding of digital media channels and web analytics
- Ability to solve problems
- Creativity
- Computer proficiency
- Full Australian Driver's Licence

#### ***Desirable:***

- Tertiary qualification in marketing or related discipline
- Knowledge of wine markets, particularly domestic / Australian wine market
- An understanding of the structure and complexities of wine businesses and their sales channels
- Existing professional relationships with key stakeholders (eg Tourism Tasmania, wine producers, tourism, food, beverage operators or organisations)
- Financial and budgeting knowledge and experience
- Research and analytical skills
- Responsible Service of Alcohol (RSA) accreditation

### **To Apply:**

Applications close on Sunday 19 October 2025. Applications addressing requirements listed above can be sent to Sheralee Davies, CEO on [sdavies@winetasmania.net.au](mailto:sdavies@winetasmania.net.au).