

Join Our Team: Sales and Marketing Administrator



About Us

The CaPTA Group is a locally owned, award-winning tourism company based in Far North Queensland, Australia. We operate iconic attractions and services such as the Australian Butterfly Sanctuary, Wildlife Habitat, Rainforestation, Tropic Wings & Cairns Koalas & Creatures. We are dedicated to delivering unforgettable guest experiences while promoting sustainability and conservation.

The Role: Sales and Marketing Administrator

We are seeking an enthusiastic and detail-oriented **Sales and Marketing Administrator** to join our dynamic team. This pivotal role supports the Sales and Marketing department, ensuring smooth administrative operations, coordinating events, and contributing to innovative sales strategies.

Position Details:

- **Employment Type:** Full Time
- **Start Date:** Immediate

Key Responsibilities

- **Administrative Support:** Coordinate correspondence, respond to information and rate requests within 24 hours, and prepare agent contracts and rates for distribution.
- **Famil & Trade Event Coordination:** Oversee familiarisation requests, assist with sales trip logistics, and coordinate approvals and bookings.
- **Agent and Client Support:** Handle rate requests, general enquiries, feedback, and complaints from agents and clients, ensuring timely resolutions and exceptional service.
- **Reporting and Data Management:** Track sales performance, compile management reports, and maintain updated sales tools, databases, and contacts.
- **Sales Material and Collateral:** Monitor and replenish marketing materials and support the production of brochures and promotional content.
- **Team Collaboration:** Foster a collaborative, innovative work culture
- **Sustainability and Compliance:** Support environmental initiatives and adhere to workplace health and safety regulations.

The Ideal Candidate

We are looking for someone with a passion for tourism and a flair for organisation and communication.

Skills & Experience:

- Proven experience in an administrative or sales support role.
- Strong organisational and time management skills.
- Excellent written and verbal communication abilities.
- Proficiency in Microsoft Office Suite and CRM or database systems.

Desirable Qualifications:

- Knowledge of the tourism and hospitality industry.
- Familiarity with reservation software (Respax), online travel agent (OTA) platforms and allocation systems.
- Experience with competitor analysis and market research.

Why Join Us?

At the CaPTA Group, you'll enjoy:

- A collaborative and professional team environment.
- Career development opportunities within a leading tourism company.
- The chance to contribute to innovative sales campaigns and initiatives.
- Working in a tropical paradise with access to some of Australia's most iconic attractions.

Pre-Employment Requirements

The CaPTA Group prioritise safety and responsibility. Successful candidates must comply with the company's Drug and Alcohol Policy, including passing a pre-employment screening.

How to Apply

Are you ready to grow your career with us?

Submit your resume and a cover letter to hr@capta.com.au, or call us at **07 4041 9455** for more information.

Location: CaPTA Group Head Office, Cairns, QLD

Website: www.capta.com.au

Be part of something extraordinary. Help us create unforgettable guest experiences while supporting wildlife conservation with the CaPTA Group.