



Sales & Engagement Manager

August 2026

2 Jessie Road, Anna Bay NSW 2316

Full Time

\$70,000 - \$80,000 per year

About Us

Irukandji Shark & Ray Encounters is a unique, interactive aquarium dedicated to marine conservation, education, and unforgettable animal experiences. Located in beautiful Port Stephens, we offer guests the chance to get up close with sharks and rays while learning about the vital ecosystems they inhabit.

At our core, we believe connection drives change. We're looking for a seasoned Sales and Engagement professional to help us spread our conservation message and inspire future generations.

Key Responsibilities

- Front of house operations, managing emails, bookings and exceptional customer service.
- Lead sales initiatives to increase ticketing, group bookings, and special events.
- Develop marketing strategies that align with Irukandji's conservation mission.
- Manage social media, content creation and email marketing campaigns to drive engagement.
- Build and nurture partnerships with tourism operators, schools, and community groups.
- Analyse performance metrics and adjust strategies to meet KPIs
- Oversee marketing budget and ensure ROI on campaigns
- Represent Irukandji at industry events and networking opportunities





Requirements

- Minimum 2 years experience in marketing, sales, or tourism promotion.
- Proven success in campaign development and revenue growth.
- Strong understanding of digital marketing tools and analytics.
- Excellent communication and leadership skills.
- Passion for conservation, education, and marine life.
- Experience in tourism, hospitality, or environmental sectors is highly desirable.
- Valid Working with Children Check (WWC).
- Must be able to work school holidays and weekends.

What We Offer

- A chance to work in one of Australia's most unique marine attractions
- A supportive, purpose-driven team environment
- Opportunities for professional development and creative freedom
- The satisfaction of contributing to real-world conservation efforts

If this sounds like you, would we would to hear from you!

Immediate start for the right candidate.

Please email your resume and cover letter to **info@sharkencounters.com.au**

