

Position Description

Position	General Manager, Communities and Impact	Department	Communities and Impact
Company	Queensland Music Festival	Location	5/144 Montague Road, West End, 4101
Reports to	Chief Executive Officer	Direct reports	First Nations Engagement Manager, Head of Insights and Impact
Status	Permanent, full-time	Award	Non-award

Background

QMF is a pioneering music and cultural tourism agency dedicated to harnessing the transformative power of music for building stronger communities and a brighter future.

Celebrating over 20 years of community transformation, QMF is at the forefront of social change through music. Originating as a state-wide biennial festival, we have evolved into an incubator for innovative music, cultural, and social programs – whilst developing destinations, events and visitation demand.

Our signature initiative, QLD Music Trails, pioneer music and cultural tourism by curating unforgettable experiences where renowned artists perform in breathtaking Queensland locations. We create a journey where music transcends boundaries, connecting people to their heritage and each other, as we embark on extraordinary adventures through the heart of Queensland’s diverse landscapes

Purpose

To engage communities throughout Queensland in collaborative processes of social, economic, and cultural development that draw on the unique power of music to create measurable outcomes.

- To elevate the cultural identity of Queensland through the co-creation of iconic, placemaking music events across the State.
- To facilitate collaboration between relevant arts sector organisations and
- Individuals to deliver our objectives in a manner that is high-quality, cost-effective and aligned to community aspirations

Vision

QMF will be an essential part of Queensland’s cultural and tourism ecosystems, co-curating and delivering enduring and impactful experiences for locals and visitors.

Mission

To contribute to the vitality of Queensland through iconic music and cultural experiences that amplify our State’s diverse identity and cultivate connection to our distinct places

Values

Integrity	We do the right thing.
Tenacity	As collaborators, we accept the challenges of leading from the front.
Distinctiveness	We are trailblazers and we’re inspiring everyone to join us.
Unity	We all rise together. We empower each other to reach our potential.

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Position Purpose

The General Manager Communities and Impact is an executive level role designed to champion a wide range of communities with which QMF and QMT interact. This includes cultural communities, social collectives, membership groups and any other regional or local person whom we need to ensure is consulted with, listened to, included or represented in our work.

The accountability of QMF's Impact in all our work will also be a key element of this role. Defining, setting KPI's with the CEO and Executive team, conducting research and collecting insights which will allow us to measure and showcase our social, cultural and economic irreplacability in the Queensland cultural tourism ecosystem.

Responsibilities

Area	Responsibilities	Measures
Strategy	<ul style="list-style-type: none"> • Develop and lead implementation of QMF's Community Engagement strategy and related policies. • Undertake research of community destinations to map and develop key community groups within each location including those operating in arts/ culture, first nations, social change/benefit, music and education. • Provide the organisation with community intelligence that informs the development and management of the QLD Music Trails program in accordance with QMF's curatorial and cultural frameworks. • Maintain detailed understanding of QMF curatorial framework to ensure research and impact outcomes align with and effectively represent the value of QMF and Qld Music Trails. • Oversee research and impact planning across QMF's program of events 	<ul style="list-style-type: none"> • Research and impact findings which will produce quality data to demonstrate and quantify the social, cultural, and economic impacts of the organisation's activities
Internal engagement	<ul style="list-style-type: none"> • In collaboration with GM People and Culture, oversee the implementation of community engagement education and development for QMF staff. • Engagement with GM Creative, Programming and Production to 	<ul style="list-style-type: none"> • Ensure cross-departmental lines of communication are clear for all community and impact related activity – by being a leader of a regular new internal collaborative meeting structure with GM's and other key staff.

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Area	Responsibilities	Measures
	<p>elevate and align community opportunities as appropriate.</p> <ul style="list-style-type: none"> • Provide mentoring to production and technical team in community awareness, as required. • Develop cross-functional collaboration in all internal project planning phases to contribute and inform program development. • During any activity’s delivery phase, ensure that community related information is shared as relevant and appropriate, e.g. marketing, and public relations opportunities have relevancy and/consideration to community stakeholders. • Liaise with Marketing and Communication team to validate insight and impact reporting aligns with approved messaging, and effectively represent the value of QMF and Qld Music Trails. • Engagement with General Manager, Tourism Government and Commercial to support and provide guidance on government funding applications and reporting. 	<ul style="list-style-type: none"> • Champion, along with the First Nations Engagement Manager, the profile and priority of Indigenous Australians in all work we do, and wider in our industries
Community engagement	<ul style="list-style-type: none"> • Build and maintain relationships with community leaders within the arts and cultural sector, building upon a sustainable premise of amplifying the value of programming delivered by QMF. • Develop, nurture, and maintain external relationships with traditional owners, elders, arts and community organisations to instigate and support the effective delivery of the program and assigned projects; ensuring relationships are transitioned effectively to producers upon assignment of projects. 	<ul style="list-style-type: none"> • Create a repeatable event process template which allows for pre, during, and post event tracking of community sentiment and approval (among other measures) • Ensure our measurement practices and key KPI’s firmly place QMF at the market leading edge of Impact reporting • Development of community/social, and cultural impact reporting which we can produce on behalf of our event partners and sponsors to ensure we can acquit all partnerships with impact results included – in

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Area	Responsibilities	Measures
	<ul style="list-style-type: none"> • Regularly attend local community events and take a leadership position to present programming, activities and community benefits to build support and advocacy. • Manage relationships with external research partners and third-party evaluation providers, ensuring a collaborative flow of information. • Oversee the implementation and analysis of data collection models and impact methodologies, for research, evaluation and impact purposes; with a special focus on coordinating all project-related community engagement to inform reporting for our key stakeholders. 	<p>conjunction with the GM Tourism, Government & Commercial.</p>
Community experience	<ul style="list-style-type: none"> • In collaboration with Marketing and Communications and Tourism, Government and Commercial teams, conduct/contract market research about Qld Music Trails audience (customer centricity) and how it relates to each Queensland community region and destination. • Representation of community-centricity in product and experience design, strategy sessions, both internal and externally. • In collaboration with Programming and Tourism, contribute to the 'Trail' inclusions/activations on all Trails to enhance community outcomes. • Support General Manager, Programming and Production in appropriate operational areas and strategic development relating to the communities. 	<ul style="list-style-type: none"> • Community & social NPS reporting as a key business awareness tool for all QMF activities • Local engagement strategies presented to the business in a timely manner to ensure the uptake of local participation, volunteer sourcing and ticket purchase behaviour associated with all QMF events.
Leadership	<ul style="list-style-type: none"> • Be a central contributor to the wider QMF strategic direction and organisational direction. In 	<ul style="list-style-type: none"> • Be a key supporting conduit for the CEO for the Indigenous

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Area	Responsibilities	Measures
	<p>this process the ability to champion communities and impact outcomes will be paramount.</p> <ul style="list-style-type: none"> • Contribute to the development of QMF’s project management systems, including communication tools, CRM and budgeting, finance, administration and other systems as required. • Create, and manage relationships with appropriate community and social grant, trust and foundation organisations. • Ensure effective communication on behalf of QMF in public and external situation. This combines the ability to articulate and onboard stakeholders buying into a common and shared QMF vision 	<p>Australian Advisory Committee - a QMF Board advisory group.</p> <ul style="list-style-type: none"> • Proactive engagement with wider QMF strategic thinking and continual ideating and conversations with CEO and wider Exec team in this space • Develop and deploy a QMF network of stakeholders to be on-the-ground QMF ambassadors and trusted advisors
Organisational requirements	<ul style="list-style-type: none"> • Role model QMF values and demonstrate professional standards and ethical behaviour. • Comply with QMF policies and procedures, including Workplace, Health and Safety directives and practices and Employee Code of Conduct. • Maintain an environment that is respectful and inclusive, and free from harassment, discrimination, and bullying. 	<ul style="list-style-type: none"> • Consistent demonstration of QMF values and ethical behaviour, as assessed through feedback and evaluations. • Uphold professional standards and embody organisational values in all actions and interactions.

Selection Criteria

Education/Certification/Essentials

- Undergraduate degree in Business Administration, Marketing, Arts Management, or a related field.
- Post-graduate in fundraising, nonprofit management, or business development (desirable).

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Job Knowledge/Ability

- At least 5-7 years of progressive responsibility in community partnerships, or arts management roles, preferably within the cultural, or nonprofit sectors.
- Previous experience in managing a team and leading strategic initiatives, preferably in a similar organisational context.

Competencies

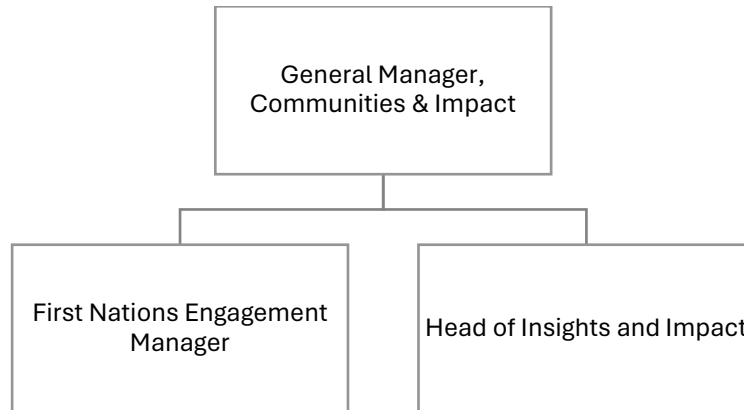
- Excellent communication and interpersonal skills, with the ability to engage and influence stakeholders at all levels, both internally and externally.
- Strong negotiation skills and business acumen, with the ability to identify and capitalise on opportunities.
- Strategic thinking and problem-solving abilities, coupled with a results-oriented mindset.
- Proficiency in data analysis and reporting, with the ability to utilise data to drive decision-making and measure performance.
- High level of organisational and project management skills, with the ability to prioritise and manage multiple tasks effectively.

Personal Attributes

- Passion for the arts and a commitment to the mission and values of the Qld Music Festival.
- Ethical integrity and a strong sense of professionalism, with a commitment to upholding the highest standards of conduct.
- Leadership qualities, including the ability to inspire and motivate teams, foster collaboration, and drive results.
- Adaptability and resilience, with the ability to thrive in a dynamic and fast-paced environment.
- Cultural competence and a commitment to diversity, equity, and inclusion principles.
- Creative thinking and innovation, with a willingness to explore new approaches and initiatives.

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Reporting Relationships



Key Stakeholders

Internal	External
Tourism, Government and Commercial team	Aboriginal and Torres Strait Islander communities
Community and Impact team	Arts and Cultural Sector
Marketing and Communications team	Tourism Sector
Programming, Commercial and Technical/Logistics Team	Government (Local)
QMF Board	Regional communities
QMF IAAC	Non-Government Organisations (community organisations)
	Vendors, suppliers
	Contractors, sub-contractors