

Position Description

Position	Head of Media and Communications
Reports to	General Manager – Marketing and Communications
Direct Reports	N/A
Department	Marketing and Communications
Status	Permanent, Full-time. 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 driving social change through music. Originating as a state-wide biennial festival, we have evolved into an incubator for innovative music, cultural, and social programs. Our signature initiative, QLD Music Trails, pioneers 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.

QMF: QLD MUSIC TRAILS

Position Purpose

The Head of Media and Communications is an integral role in the Marketing and Communications Department overseeing the ideation, development and delivery of all media and communications strategies. Working collaboratively alongside the Head of Marketing, this role supports the Marketing and Communications team by managing media, public relations and communications activity, both proactively and reactively, that aligns with and supports wider strategic objectives.

This team member plays a key role in enhancing QMF’s external and industry branding and positive reputation through effective storytelling that aligns with the organisation’s brands and values. The role will also be responsible for providing communications counsel to the Executive, Board and Senior Leadership teams on key matters that may impact business outcomes. As a positive collaborator, the role is a creative problem solver and deadline enthusiast with experience in managing competing priorities.

Responsibilities

Area	Responsibilities
Strategy	<ul style="list-style-type: none"> • Lead the Media and Communications strategies, projects and policies, alongside the GM, effectively managing priorities and resources to achieve key objectives • Contribute to the overall Marketing and Communications Department Strategic Framework, in collaboration with the Head of Marketing, including consistent review of processes and use of tools • Lead the development and implementation of (but not limited to) a Media Policy, Internal Communications Policy, Crisis Communications Policy
Stakeholder Relationships	<ul style="list-style-type: none"> • Provide communications counsel to the Executive, Board and Senior Leadership team on matters that may impact business outcomes and brand reputation • Provide regular media training to QMF spokespeople including the Board and Executive team • Manage QMFs outreach to all media, maintaining a high standard of communication and reaching local, national and international coverage to elevate brand reputation and interest within the media landscape • Assist with developing internal and external communications strategies, with a focus on improving QMF’s proactive communications and relationships with stakeholders • Manage QMF’s response to all media enquiries that are received directly and via QMF’s official marketing and communications channels. • Contribute to Leadership and Culture for the Marketing and Communications department • Develop relationships and engage with key staff members to successfully complete tasks for the Marketing Team. • Proactively assist QMF partners in promotional endeavours and develop positive working relationships with relevant external stakeholders. • Ensure appropriate sponsorship/partnership recognition and inclusion where contracted/required in all media communications.

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Area	Responsibilities
	<ul style="list-style-type: none"> Effectively communicate and co-ordinate with external stakeholders and personnel including partners, patrons, advertising agencies, media outlets, printers, photographers, and suppliers.
Operational Lead	<ul style="list-style-type: none"> Manage media & PR plans for all campaigns and projects, aligning with the overarching marketing and communications plans, to achieve meaningful media coverage and KPIs Develop brand messaging, event naming, key messaging and hero copy for all campaigns and projects, where required Contribute to content ideas for all marketing and communications channels, aligning with media plans Manage media onsite at events, developing plans to protect QMF's brands and maximise media coverage Host media famils and VIP functions, where appropriate Researching and preparing briefing notes, Q&A documents, media releases, statements and alerts, pitching stories, management of onsite filming requests and overseeing media coverage monitoring, analysis and reporting Contribute ideas and input to the development of marketing and media campaign and projects Develop a Media & PR/Communications Calendar, in alignment with the Marketing Calendar, to cover QMF's diverse events and projects Assist with administrative tasks for the Marketing and Communications Team where needed Assist the GM with coordination and execution of branding and marketing campaigns and activity Successfully contribute ideas to enhance marketing, media, and communications campaigns Co-lead the Brand Strategy with the GM and HOM to consistently evolve the QMF and QMT brands, campaign brands and clearly tell the organisation's story through visual and written collateral Co-lead the Communications Strategy with the HOM and GM Manage all media monitoring and reporting, including reviewing appropriate tools Work with the GM and Executive team in times of crisis to minimise impact on brand/reputation
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.

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Selection Criteria

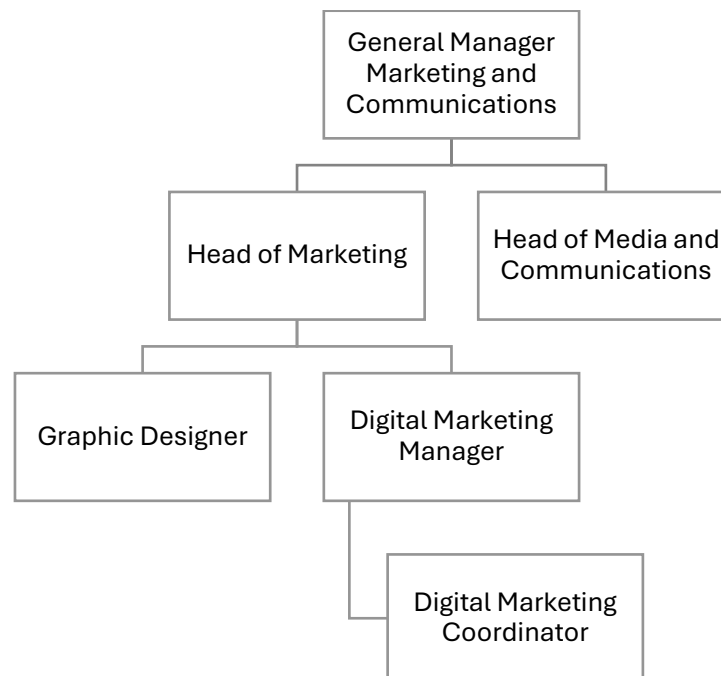
Education/Certification/Essentials

- Degree qualified in relevant field (Marketing, Public Relations and/or Communications discipline)

Job Knowledge/Ability

- More than 3 years' experience in a similar senior/management role
- Proven understanding of the media and communications landscape
- A solid network journalist contacts and understanding of state and national publications/outlets across traditional and digital media
- Proven experience in branding, media, campaign and project management
- Strong brand messaging, copywriting skills, written communication and verbal communication skills
- Experience in tourism, music and/or events industry desired

Reporting Relationships



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Key Stakeholders

Internal	External
Marketing and Communications Team	Aboriginal and Torres Strait Islander communities
Tourism, Government and Commercial Team	Arts and Cultural Sector
Programming and Production Team	Tourism Sector
QMF employees	Government (Local)
	Regional communities
	Non-Government Organisations (community organisations)
	Vendors, suppliers
	Contractors, sub-contractors

Approval and review

Version 1	27 June 2024
Approval	GM Marketing and Communications
Review	July 2025