

Position Description

Position	Head of Marketing
Reports to	General Manager – Marketing and Communications
Direct reports	Digital Marketing Manager Graphic Designer
Indirect report	Digital Marketing Coordinator
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 Marketing is an integral role in the Marketing and Communications Department overseeing the ideation, development and delivery of all marketing strategies. Alongside the peer role of Head of Media and Communications, this role leads the Marketing and Communications team with team management, campaign and project management, branding and implementation of activities within the scope of marketing, content creation, promotions, advertising and communications.

This team member will play a key role in building relationships with internal and external stakeholders, particularly Government, Tourism and Commercial team to help diversify and grow audience engagement across all channels. As a key team member, the Head of Marketing will need to be a positive collaborator, creative problem solver and deadline enthusiast with experience managing competing priorities.

Responsibilities

Area	Responsibilities
Marketing Strategy	<ul style="list-style-type: none">• Lead the Marketing and Communications Strategy, alongside the GM Marketing and Communications, 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 Media & Communications, including consistent review of processes and use of tools• Lead Audience Diversification projects, including conducting research and data analysis
Stakeholder Relationships	<ul style="list-style-type: none">• Provide leadership, guidance, coaching and everyday support to the Marketing and Communications Team.• Directly manage the performance of the Digital Marketing Manager, Digital Marketing Coordinator, Marketing Executive and the Graphic Designer• Report back to the GM – Marketing and Communications on overall team performance and strategy execution.• 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.• Oversee the management of QMF's response to all enquiries and/or complaints that are received via QMF's official marketing and communications channels.• Ensure appropriate sponsorship/partnership recognition and inclusion where contracted/required in all communications.• 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">• Contribute ideas and input to the development of marketing campaigns and projects

QMF: QLD MUSIC TRAILS

Area	Responsibilities
	<ul style="list-style-type: none"> • Develop a Marketing Calendar, to cover QMF’s diverse events and projects and the range of platforms available for communication and promotion • Create content with the understanding of the current communications landscape and range of channels • Assist with administrative tasks for the Marketing Team where needed • Assist the GM with coordination and execution of branding and marketing advertising campaigns • Successfully contribute ideas to enhance marketing, media, and communications campaigns • Assist in crisis communications and reputation management. • Assist the Digital Marketing Manager in implementing digital strategies • Co-lead the Brand Strategy with the GM and HOMC 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 HOMC and GM, notably the implementation of a CRM •
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.

Selection Criteria

Education/Certification/Essentials

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

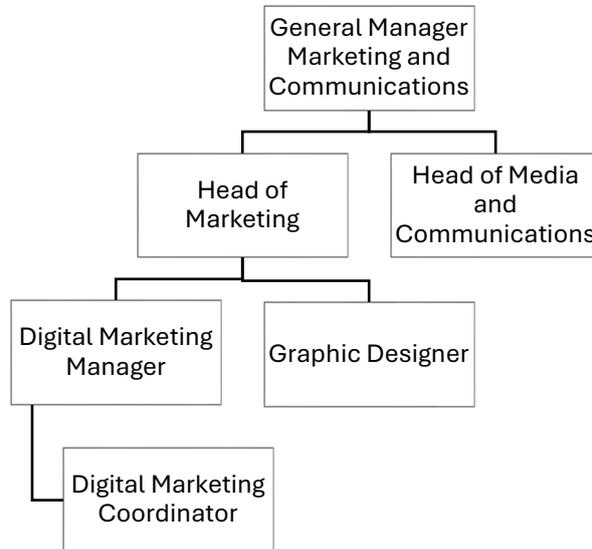
Job Knowledge/Ability

- More than 3 years’ experience in a similar role
- Demonstrated Leadership capability with the ability to coach, motivate, and empower the team
- Proven understanding of the marketing and communications landscape
- Strong project management skills and ability to handle multiple projects simultaneously
- Exceptional communication, interpersonal and presentation skills, with the ability to collaborate effectively with cross-functional teams and engage with external customers and partners

QMF: QLD MUSIC TRAILS

- Proven experience in branding, digital marketing, media, campaign and project management
- Experience in tourism, music and/or events industry desired

Reporting Relationships



Capabilities

Capability	proficiency
People leadership – achieving results through others	Accomplished
Relationship leadership – creating synergies through working in partnership	Accomplished
Integrated marketing communications	Accomplished
Project management	Able
Creative	Accomplished
Communication management	Accomplished

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