

Position Description

Position	Graphic Designer
Reports to	Head of Marketing
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

About the Role

The Graphic Designer will be a key player in shaping and refining the visual identity of QMF and the Qld Music Trails. This role both creative and strategic, combines hands-on design work with a strong understanding of brand alignment and communication goals.

The role will work closely with the wider marketing and communications team to create visually compelling assets across a wide range of digital and physical touchpoints.

The Graphic Designer is responsible for delivering innovative and high-quality designs that elevate campaigns, events, and initiatives, ensuring that all visual outputs align with QMF's core brand values, reflect the unique culture of Queensland's music scene, and resonates with our diverse audience.

Responsibilities

Area	Responsibilities
Brand identity and design development	<ul style="list-style-type: none">Refine, maintain, and evolve the visual identities for QMF and Queensland Music Trails, ensuring consistency across all touchpoints.Develop and design brand assets (e.g., logos, typography, colour palettes) that align with campaign messaging and reflect the distinctiveness of each project.Ensure design output reflects strategic direction, cultural relevance, and contemporary design trends.
Campaign and marketing design	<ul style="list-style-type: none">Work closely with the marketing and creative teams to design and produce visual content for marketing campaigns, including digital ads, social media assets, email templates, brochures, posters, and flyers.Create compelling visuals for online platforms (websites, social media, digital ads) that engage the audience and support campaign goals.Design print materials, such as event posters, programs, and other promotional collateral.Conceptualize and execute designs for large-scale outdoor advertising (OOH) and environmental graphics.
Content creation for digital and social media	<ul style="list-style-type: none">Develop engaging visual content for QMF's owned and paid digital channels (e.g., social media platforms, websites, and email newsletters).Collaborate with the digital marketing team to design and optimize assets that drive key digital KPIs (engagement, reach, conversions).Design assets that work across multiple platforms, ensuring design flexibility and optimization for various screen sizes and devices.
Merchandise and signage	<ul style="list-style-type: none">Lead the design of event and festival merchandise, ensuring products reflect the brand identity and appeal to target audiences.Design large-scale event signage, exhibition displays, and other physical materials, ensuring visual alignment with the brand and overall event experience.
Collaboration and campaign support	<ul style="list-style-type: none">Work collaboratively with the creative team, content writers, PR, and other stakeholders to ensure alignment between design, messaging, and objectives.Provide design input to support event promotion, sponsorships, media partnerships, and public relations efforts.

QMF: QLD MUSIC TRAILS

Area	Responsibilities
	<ul style="list-style-type: none">• Deliver designs on time, within budget, and in line with campaign requirements.
Creative innovation and continuous improvement	<ul style="list-style-type: none">• Bring innovative and fresh thinking to all design projects, ensuring that QMF's visual identity consistently evolving while remaining true to the brand.• Stay up-to-date with the latest design trends, tools, and technology, ensuring QMF's design assets are on the cutting edge of the industry.• Bring attention to detail in every design project, ensuring high standards of quality and accuracy in execution.
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

- Bachelor of Graphic Design, Visual Arts, Marketing, or a related field.

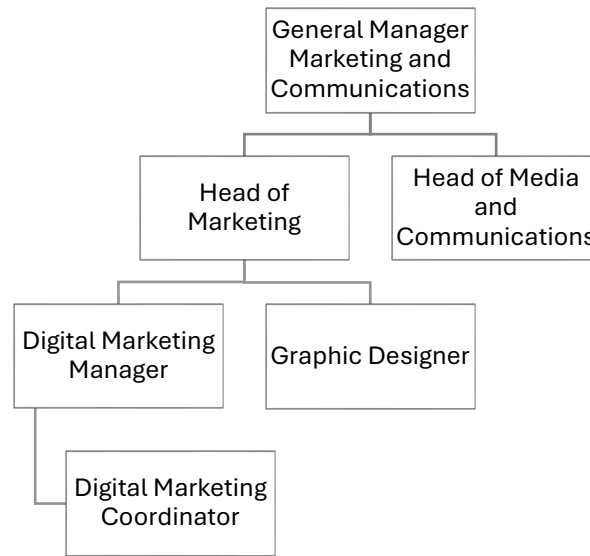
Job Knowledge/Ability/Experience

- Experience equivalent to 5 years in graphic design, with evolving roles, preferably within the arts, entertainment, or events industries.
- A background in photography would be advantageous, though not essential.
- A passion for live music and events and an understanding of the Queensland music scene will be highly valued.
- Strong portfolio of demonstrated ability to produce creative, high-quality design work across a variety of formats (digital, print, OOH, and merchandise).
- Accomplished proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.) and other design software, including familiarity with web design tools (e.g., Sketch, Figma, etc.). The ability to translate design templates and elements into Canva for the wider team is also a practical value-add.
- A solid understanding of brand strategy and how to apply it across multiple platforms, with a keen eye for detail and consistency.
- Ability to think creatively and innovate while remaining aligned with brand guidelines and strategic objectives.
- Experience with video creation and video editing.
- Experience creating assets that support digital marketing efforts, including social media, websites, and email campaigns, and an understanding of digital KPIs and metrics.
- Solid knowledge of print production processes, including file preparation, colour management, and working with printers to deliver high-quality print materials.

QMF: QLD MUSIC TRAILS

- Ability to work closely with cross-functional teams, including marketing, PR, content creators, and event managers, to ensure design consistency and effectiveness.
- Proven ability to manage multiple projects, meet deadlines, and deliver high-quality work on time and within budget.

Reporting Relationships



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