

POSITION DESCRIPTION

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| Position: | QMUSIC Campaign Manager |
| Reports to: | Senior Manager of Marketing and Communications |
| Direct reports: | Event-based marketing contractors and content creators |
| Location: | 374 Brunswick Street, Fortitude Valley, QLD 4006 |
| Employment Basis: | Contract 0.9 FTE with flexibility based on event schedule |
| Term: | February – October with option to extend |
| Salary: | \$80,000 - \$85,000 (pro rata) plus Superannuation |
| Start Date: | ASAP |

ABOUT QMUSIC

QMUSIC is the peak body for Queensland's music sector, the state-wide representative voice for Queensland's musicians, music workers, live music venues, and fans.

We resource and empower businesses big and small who will create the soundtrack of Queensland's future. From Cairns to Coolangatta, and Mackay to Mount Isa, we deliver artistic, social, and economic outcomes for a thriving contemporary music industry.

Our programs include Australia's largest music industry event **BIGSOUND**, the **Queensland Music Awards**, and a range of industry development programs, scholarships, and awards supporting music businesses across the state. Our goals and strategies are underpinned by the following key principles, that define the character of QMUSIC and the way our organisation operates:

- **GENUINE:** we are open, honest, and transparent, and we will always be accountable to the industry for our work.
- **INCLUSIVE:** we are deliberately inclusive, fair, and equitable, and expect the same from our partners and stakeholders.
- **INDUSTRY FOCUSED:** we are connected to and representative of the industry and we put their needs and priorities at the centre of what we do.
- **INFORMED:** we seek to listen and learn, and we make our decisions based on ground
- **BOLD:** we are ambitious and actively seek out ways to be fresh and original, with a contemporary mindset, valuing creativity and innovation.

ABOUT QMUSIC'S MAJOR EVENTS

BIGSOUND is Australia's largest music industry event, bringing together the brightest in music for four electric days in Brisbane's Fortitude Valley each September. BIGSOUND is a platform for Australian talent to connect with national and international decision-makers, featuring 120+ showcase artists across 18+ venues, alongside a world-class conference program.

Queensland Music Awards (QMAs) celebrates excellence in Queensland's contemporary music sector, recognising outstanding achievements across multiple genre and craft categories through an annual awards ceremony and associated events.

QMUSIC Industry Connect is QMusic's year-round skills and capacity building program, delivering workshops, showcases, and professional development opportunities for Queensland music industry workers and artists across the state.

POSITION SUMMARY

The Campaign Manager is responsible for leading and executing integrated marketing and communications campaigns for QMusic's major events and programs, with primary focus on BIGSOUND as the organisation's flagship event, while also supporting campaigns for the Queensland Music Awards and Industry Connect activities.

This is a hands-on campaign leadership role that combines strategic planning with day-to-day execution, working within the strategic framework set by the Senior Manager of Marketing and Communications. The Campaign Manager coordinates closely with the year-round marketing team (Brand and Content Manager, Marketing Coordinator) while leading a small team of contractors during peak delivery periods.

This role requires an experienced music industry or live event marketer who can balance big-picture campaign thinking with meticulous execution, coordinating multiple stakeholders, and delivering campaigns that drive ticket sales, build anticipation, and position QMusic's events as essential for the Australian music industry.

KEY ACCOUNTABILITIES

1. Campaign Strategy and Planning

Develop and execute comprehensive integrated marketing campaigns for QMusic's major events and programs, that drive ticket sales, audience engagement, and industry participation.

- Develop and execute comprehensive marketing campaigns for BIGSOUND, Queensland Music Awards, and Industry Connect activities within the strategic framework set by the Senior Manager of Marketing and Communications
- Create and maintain detailed marketing timelines, content calendars, and announcement schedules for event programming, speakers, artists, and partners
- Develop direct marketing and targeted campaigns activates for specific audience segments (industry professionals, artists, music fans, interstate/international delegates) and ticket types.
- Design and implement on-sale strategies in collaboration with ticketing partners to maximise conversions and drive sales targets
- Identify and booked advertising opportunities to maximise impactful campaign moments and capitalise FOMO-inducing content throughout campaigns
- Monitor campaign performance against KPIs and adjust tactics to optimise results

2. Content Development and Campaign Execution

Lead campaign asset development and distribution, briefing the marketing team on content and channel requirements to maximise audience impact and engagement.

- Lead the development and implementation of campaign assets, supporting content, and message direction in alignment with QMusic/BIGSOUND's tone of voice
- Brief the Brand and Content Manager on content creation needs including social media content, graphics, video, and promotional materials
- Manage announcement schedules (120+ BIGSOUND artists, QMA nominees, Industry Connect program), ensuring campaign integration, maximising impact and engagement
- Brief the Marketing Coordinator on email marketing campaigns including list segmentation, campaign scheduling, and deployment
- Brief the Marketing Coordinator on website updates and ensure event websites effectively communicate program information and drive ticket sales
- Develop and execute destination marketing strategies that showcase Brisbane and event locations as part of the event experience

3. Stakeholder Management and Coordination

Coordinate with internal departments, external partners, and agencies to ensure seamless campaign delivery, managing relationships across programming, partnerships, PR, and suppliers.

- Work closely with Programming teams to coordinate artist, speaker, and program announcements, gathering promotional assets and ensuring participants meet their promotional commitments
- Collaborate with the Partnerships team to deliver partner marketing activations, coordinate sponsor acknowledgements across all channels, and ensure partnership commitments are fulfilled
- Liaise with external PR agencies to coordinate media campaigns, secure coverage, and manage media partnerships
- Brief and manage external contractors including photographers, videographers, content creators, and digital agencies
- Coordinate with venues and precinct stakeholders on event activation and wayfinding

4. Event Marketing and On-Ground Activation

Lead on-ground marketing strategy and real-time content capture during event delivery, creating compelling experiences and capturing moments that amplify event impact and build anticipation for future years.

- Develop and execute on-ground marketing strategy including precinct branding, wayfinding signage, and event collateral
- Coordinate real-time content capture during events including photography, videography, and social media coverage
- Supervise event-week content creators and social media team to capture compelling moments and live coverage
- Lead event social media presence during delivery, responding to audience engagement and amplifying key moments
- Attend events throughout delivery to oversee marketing execution and capture content (includes evening and weekend hours)

5. Budget Management and Reporting

Manage campaign budgets and expenditure while tracking and reporting on campaign performance, delivering comprehensive post-event analysis that demonstrates ROI and informs future strategy.

- Manage allocated campaign budgets, tracking expenditure across advertising, contractors, content creation, and production
- Process purchase orders, invoices, and supplier payments in coordination with QMusic finance systems
- Track and report on campaign performance including reach, engagement, conversions, ticket sales, and ROI metrics
- Compile post-event marketing reports for internal stakeholders and external partners demonstrating campaign impact and outcomes
- Document learnings, insights, and recommendations for future campaigns

GENERAL DUTIES

- Attend QMusic events, functions and workshops during the contract period, some of which will take place outside standard business hours (particularly during event delivery weeks)
- Utilise QMusic's organisation-wide systems in accordance with policies and procedures provided
- Play an active role in effectively implementing workplace health and safety protocols
- Participate in post-event evaluation and reporting, including comprehensive documentation of campaign performance, lessons learned, and recommendations for improvement
- Contribute to a positive, collaborative, safe, and inclusive work environment, including abiding by QMusic's [Collective Responsibility](#)
- Undertake any other duties as reasonably requested by the Senior Manager of Marketing and Communications

KEY CAPABILITIES

ESSENTIAL KNOWLEDGE, EXPERIENCE AND SKILLS

- Minimum 4+ years experience in marketing with demonstrated success delivering large-scale event or festival campaigns, preferably in the music, arts, or entertainment sector
- Proven track record developing and executing integrated marketing campaigns across multiple channels (digital, social media, email, PR, outdoor, partnerships)
- Deep understanding of music industry and/or live event marketing including artist promotion, showcase events, and industry conferences
- Strong project management skills with ability to manage complex timelines, multiple stakeholders, and high-volume deliverables simultaneously
- Excellent written communication and content development skills with ability to craft compelling campaign messaging
- Demonstrated experience managing marketing budgets and delivering campaigns within financial parameters
- Strong digital marketing expertise including social media strategy, email marketing, digital advertising, and website optimisation
- Experience using analytics tools to track campaign performance and make data-driven optimisation decisions

- Ability to work effectively under pressure, manage competing priorities, and maintain quality during intensive campaign periods
- Strong stakeholder management and collaboration skills with ability to work across multiple teams and external partners
- Experience briefing and managing contractors including designers, content creators, and agencies
- Self-directed and proactive with strong problem-solving abilities and initiative
- Passion for Australian music and commitment to supporting artists and the broader music industry

DESIRABLE CRITERIA

- Previous experience working in the music industry
- Experience marketing events with multiple audience segments and ticket types
- Established relationships within the Australian advertising and/or music industry including media, artists, managers, and labels
- Experience working with partnership and sponsorship marketing deliverables
- Knowledge of Brisbane's live music scene and Fortitude Valley precinct
- Experience with tools such as Mailchimp/Campaign Monitor, Google Analytics, Meta Ads Manager, project management platforms (Asana, Airtable, Monday.com)
- Basic graphic design or content creation skills

KEY RELATIONSHIPS

Internal: Senior Manager of Marketing and Communications, Brand and Content Manager, Marketing Coordinator, Director of Marketing and Partnerships, Partnerships Manager, Director of Operations and Projects, Event Producers, CEO, all QMusic staff

External: PR agencies, media partners, photographers and videographers, content creators, digital agencies, printing suppliers, showcase artists and their management, conference speakers, ticketing platforms, venues and precinct stakeholders

POLICIES AND WORKPLACE PRACTICES

All QMusic employees are required to acquaint themselves with the organisation's policies and procedures and to abide by them at all times. It is expected employees will be respectful towards the organisation, colleagues, clients and public, act collaboratively with all colleagues and act in safe and responsible manner at all times.

This role requires significant flexibility including evening and weekend work, particularly during announcement periods and event delivery weeks. The successful candidate should expect intensive work periods during peak campaign and event delivery.



APPLICATIONS

To apply for this position, please submit the following via the [QMUSIC Job Application](#) form:

- a cover letter demonstrating your suitability for successfully performing the requirements of the role, including relevant campaign examples
- a current CV including two employer references

Applications close 11:59 PM AEST MONDAY 16 FEBRUARY 2026.

We will be reviewing applications as they are received, and for the right applicant we may fill the position prior to the close date. If you're interested – please submit your application asap.

Enquiries: Please contact the QMusic office on (07) 3257 0013 or careers@qmusic.com.au