

POSITION DESCRIPTION

Position:	QMUSIC Marketing and Communications Coordinator
Reports to:	Senior Manager of Marketing and Communications
Direct reports:	N/A
Location:	374 Brunswick Street, Fortitude Valley, QLD 4006
Employment Basis:	Full Time
Term:	12 Month contract with option to extend
Salary:	\$60,000 - \$65,000 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.

POSITION SUMMARY

The Marketing Coordinator is responsible for the hands-on execution and coordination of QMUSIC's marketing campaigns across digital channels. This role supports the Senior Manager of Marketing and Communications and Brand and Content Manager in delivering integrated marketing activities for QMUSIC's year-round programs and major events including BIGSOUND.

The ideal candidate is highly organised, digitally savvy, and passionate about music, with strong skills in campaign coordination, digital marketing, and stakeholder communication. This role requires someone who thrives in a fast-paced environment, can manage multiple priorities, and brings meticulous attention to detail to every task.

KEY ACCOUNTABILITIES

1. Digital Campaign Coordination and Execution

Execute digital marketing campaigns across multiple channels, managing the day-to-day coordination of social media, email marketing, website updates, and digital advertising.

- Coordinate the delivery of marketing and communications campaigns across digital channels including social media, email, and website
- Schedule and publish social media content across QMusic's owned channels (e.g Facebook, Instagram, TikTok, LinkedIn)
- Coordinate electronic direct mail (EDM) campaigns within existing communication frameworks including audience segmentation, scheduling, content population, and deployment using email marketing software
- Maintain QMusic's website assets ensuring current information, event listings, forms, and content are accurate and in line with organisation goals.
- Coordinate digital advertising campaigns including asset trafficking, campaign setup, and performance monitoring
- Maintain marketing calendars, timelines, and project management tools to ensure campaigns are delivered on schedule
- Support the BIGSOUND Campaign Manager with intensive campaign coordination and content scheduling during peak delivery periods

2. Marketing Administration and Database Management

Maintain accurate marketing records, databases, and systems while managing administrative processes including budget tracking, supplier coordination, and asset management.

- Maintain accurate records and databases for marketing activities including contact lists, campaign schedules, and asset libraries
- Process and track marketing invoices, purchase orders, and budget expenditure
- Coordinate with external suppliers including printers, photographers, videographers, and digital agencies to ensure timely delivery of materials
- Manage administrative requirements for partnership marketing deliverables and sponsor acknowledgements across marketing channels
- Maintain organised filing systems for marketing materials, brand assets, and campaign documentation
- Support event announcements and on-sale processes including ticketing platform coordination

3. Analytics, Reporting, and Optimisation

Track, analyse, and report on marketing and communications campaign performance across all digital channels, providing data-driven insights to inform strategy and optimisation.

- Monitor and track marketing campaign performance across digital platforms using analytics tools (Google Analytics, social media insights, email metrics)
- Compile regular performance reports for marketing activities including reach, engagement, conversions, and ROI metrics
- Provide insights and recommendations for campaign optimisation based on data analysis
- Maintain marketing data collection systems and reporting templates

- Assist with post-event marketing reports for partners and stakeholders

4. Stakeholder and Supplier Liaison

Coordinate effectively with internal teams and external suppliers to ensure seamless marketing support across all QMusic activities and timely delivery of materials.

- Liaise with internal teams including Programming, Partnerships, and Operations to coordinate marketing support for their activities
- Communicate with external agencies, contractors, and suppliers to brief projects, coordinate deliverables, and ensure quality outcomes
- Support partnership marketing requirements by coordinating sponsor logo placement, acknowledgements, and promotional materials across digital channels
- Respond to marketing-related enquiries from stakeholders, artists, and community members in a timely and professional manner

GENERAL DUTIES

- Attend QMusic events, functions and workshops, to support event delivery or to represent QMusic, some of which will take place outside standard business hours
- 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 documentation of lessons learned and areas 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 2-3 years experience in marketing coordination, digital marketing, or similar role
- Demonstrated experience administrating social media platforms for organisations or brands
- Experience with email marketing platforms (e.g., Mailchimp, Campaign Monitor) and website content management systems
- Strong organisational and project coordination skills with ability to manage multiple campaigns and deadlines simultaneously
- Excellent attention to detail and commitment to accuracy in all outputs
- Strong written communication skills with ability to adapt tone for different audiences and platforms
- Proficiency in Microsoft Office Suite
- High level of digital literacy and enthusiasm for learning new platforms and tools
- Proactive problem-solver with ability to work independently and as part of a team
- Ability to work under pressure during peak campaign periods and adapt to changing priorities
- Experience with design software (Adobe Creative Suite, Canva) for basic graphic creation

DESIRABLE CRITERIA



- Experience with digital analytics tools (Google Analytics, social media insights) and ability to interpret data
- Knowledge of, and enthusiasm for, the Australian music industry
- Experience coordinating marketing for events, festivals, or live entertainment
- Understanding of digital advertising platforms (Meta Ads Manager, Google Ads)
- Experience with project management or collaboration tools (Asana, Trello, Airtable, Monday.com)
- Basic content capturing skills e.g. photo and video capture and editing skills
- Experience in the arts, not-for-profit, or creative industries sector

KEY RELATIONSHIPS

Internal: Senior Manager of Marketing and Communications, Brand and Content Manager, Campaign Manager, Director of Marketing and Partnerships, Partnerships Manager, Director of Operations and Projects, all QMusic staff.

External: Marketing agencies and contractors, digital platform representatives, media partners, photographers, videographers, printers, and other marketing suppliers

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.

Flexible work hours will be required for occasional weekend and evening events, particularly during BIGSOUND delivery periods (typically September).

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
- a current CV including two employer references

Applications close 11:59 PM AEST SUNDAY 9 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