



POSITION DESCRIPTION

Position:	QMusic Senior Manager of Marketing and Communications
Reports to:	QMusic Chief Executive Officer
Direct reports:	QMusic Marketing Executive, Senior Graphic Designer
Location:	374 Brunswick Street, Fortitude Valley, QLD 4006
Employment Basis:	Full time / Negotiable
Term:	Permanent
Salary:	\$85,000 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 the businesses big and small who will create the soundtrack of Queensland's future. From Cairns to Coolangatta, and Mackay to Mount Isa, we create artistic, social, and economic outcomes for a successful contemporary music industry, with programs that include Australia's largest music industry event, BIGSOUND; the Queensland Music Awards; Valley Fiesta; and industry development programs, scholarships, and awards that assist music businesses across our state.

Our goals and strategies are underpinned by the following key principles, that define the character of QMusic and the way our organisation operations:

- **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. We position ourselves within a contemporary mindset, valuing creativity and innovation.

POSITION SUMMARY

The Senior Manager Marketing and Communications is a key leadership role responsible for developing and implementing the marketing and communication strategies across multiple channels and audiences that tell QMusic's story to the world.

The position collaborates extensively with the Programming and Partnership team, leads a small year-round internal team, and manages various additional external agencies and contractors throughout the year to deliver QMusic's key events.

This role is ideal for someone who likes to lead strategy and be hands-on with the day-to-day delivery of communication plans and marketing campaigns. The successful candidate will bring a wealth of experience in music and arts marketing and expertise in corporate communications to drive awareness of the organisation's key events and broader industry advocacy work.

KEY ACCOUNTABILITIES

Marketing and Communication Strategies & Execution: Lead the development and execution of QMusic's annual marketing and communications strategies.

- Lead the development and delivery of the annual strategic marketing and communications plans for QMusic and the organization's core activity.
- Working with the CEO, develop a company-wide corporate communications and brand strategy across all channels.
- Understand and implement accessibility strategies.
- Manage activities of external service providers to ensure activities are delivered on time, on budget and with brand consistency.

Organisational Management: Provide leadership and management to the QMusic marketing and communications team and proactively collaborate across departments to align marketing and communications with organisational goals and stakeholder needs.

- Provide direction and leadership to the Marketing team to deliver a corporate comms strategy that builds the QMusic brand and communicates its successes to key stakeholders.
- Be a driver of the organisation's values and overseeing formal and informal professional development of the marcomms team.
- Manage other staff as required including interns and volunteers.
- Maintain relationships with stakeholders, including partners, government and media.
- Collaborate with programming, operations, and partnership teams to align marketing efforts with organisational goals.

Campaign Management: Oversee the planning, delivery, and evaluation of marketing and publicity campaigns for QMusic programs and events.

- Oversee all marketing campaigns, ensuring they are engaging, on-brand, and results-driven.
- Oversee marketing and promotional budgets.
- Manager external PR agencies for delivery of publicity and communications for major QMusic events.
- Write, distribute and pitch media for various internally delivered programs
- Be responsible for event announcements and on-sale strategies in collaboration with key partners.
- Work with the CEO and Programming team, to develop, design, implement and manage the communication program for QMusic's membership base.

Digital Marketing: Oversee the development and maintenance of digital marketing and communications across QMusic platforms.

- Lead the maintenance and development of digital communications including websites – qmusic.com.au and bigsound.org, social media, native advertising and direct marketing pieces
- Oversee the development and execution of high-impact digital marketing campaigns, including social media, email marketing, SEO, and paid advertising.

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 CEO.

KEY CAPABILITIES

ESSENTIAL KNOWLEDGE, EXPERIENCE AND SKILLS

- Minimum 5 years leadership experience and success at a senior level in delivering marketing, communications and digital strategies in a music, arts or creative industries.
- Highly developed oral and written communications skills, an ability to adapt styles to suit audiences, and well-developed influencing and negotiating skills.
- Proven track record in building and managing relationships with a range of internal and external stakeholders.
- Positive attitude to working in a small team and an outcome focussed approach.
- The ability and drive to take initiative, think creatively and adapt to change.
- Strong experience in event management is desirable.
- Competency in financial forecasting and budget management.
- Efficient and adaptive with the ability to manage significant workloads and navigating multiple priorities during busy period.
- A proactive and solutions-focused approach to problem solving.
- Highly organised, administratively savvy, and competent in using digital tools.

DESIRABLE CRITERIA

- Experience working in the music industry, in festival and events, or in the wider creative sector
- Experience in community development and working in an inclusive, culturally-safe manner with First Nations artists, communities, and companies
- Strong understanding of Conflict of Interest management for Not for Profit organisations

KEY RELATIONSHIPS

Internal: Director of Programming, First Nations Music Officer, Director of Operations, Chief Executive Officer, Lead Conference Programmer, QMusic internal team, Marketing Manager- BIGSOUND, Executive Producer- BIGSOUND

External: Stakeholders, Artists, Industry representatives Curators, Venues, and Contractors

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.



APPLICATIONS

Please send:

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

Submit your application via the [QMUSIC Job Applications](#) form by **11:59 PM AEST Sunday 1 June 2025**.

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