



QUEENSLAND TOUCH FOOTBALL POSITION DESCRIPTION

Position:	Marketing & Communications Manager (Maternity Position)	Department:	Marketing & Communications
Location:	Milton Office, Brisbane	Position Type:	Full Time (some week-ends included)
Reports to:	Chief Executive Officer	Direct reports:	Marketing Coordinator
Remuneration:	Salary + Super. Dependent upon skill level and experience.	Start Date:	May/June 2024
Internal Stakeholders:	Chief Executive Officer Business & Finance Manager Sport Operations Manager Partnerships Manager Events Manager Game Development Team Regional Managers Premier City Competition Manager	External Stakeholders:	Graphic Design Agency PR Agency Affiliated Associations Touch Football Community State/Local Government Touch Football Australia

ORGANISATION OVERVIEW

Queensland Touch Football (QTF) is a member organisation of Touch Football Australia (TFA) and forms part of the strategic alliance with the National Rugby League. The sport is one of Queensland's most popular participation sports, with over 7,500 teams participating annually in affiliated and commercial competitions from Thursday Island and Weipa to Rockhampton, Brisbane and Bilambil.

QTF governs six regions and 77 affiliated associations across the state and is responsible for the leadership and management of competitions, representative pathways, events, game development and participation. Leading QTF is a seven-member Board of Directors and a Chief Executive Officer who are responsible for the development, implementation, and achievement of the sport's Strategic Plan.

Queensland Touch Football has a vision to Unite, Inspire and Grow touch football through our key strategic pillars, aligned with our why, how and values.

Our Vision: Unite, Inspire and Grow

Our Why: We strive in all we do to provide fun, memorable, and inclusive experiences through Touch Football.

Our How: We do this is by providing pathways and structures that aim to unite, inspire, and grow the sport of Touch Football through all the communities we service.

Our Values: Forward Thinking | Stronger Together | Leading with Humility | Passionately Proud | Fostering Fun

POSITION OVERVIEW

The Marketing & Communications Manager (Maternity Position) oversees the development and execution of comprehensive marketing and communication strategies, ensuring alignment with organisational goals.

This includes:

- Strategic Planning
- Brand Management
- Content Development
- Digital Marketing
- Public Relations / Media
- Internal / External Communications
- Budget Management & Reporting

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KEY ACCOUNTABILITIES

Strategic Planning:

- Develop and implement comprehensive marketing and communication strategies aligned with QTF's objectives.
- Conduct market research and analysis to identify trends, opportunities, and challenges.
- Collaborate with cross-functional teams to integrate and deliver marketing and communication plans with overall business goals.
- Implement and deliver QTF's Strategic Plan and supporting pillars.

Brand Management:

- Maintain brand consistency across all QTF brands, sub brands, channels and materials.
- Develop brand messaging and positioning strategies across the organisation.
- Monitor and manage brand reputation through effective communication strategies.

Content Development:

- Oversee the creation of engaging content for various channels, including social media, website, email campaigns, newsletter and print materials.
- Ensure content is aligned with brand guidelines and resonates with target audiences.
- Manage content calendar and distribution schedule.
- Develop promotional content and support Regions/Affiliates with their marketing efforts.

Digital Marketing:

- Lead digital marketing initiatives and monitor digital analytics and KPIs to measure the effectiveness of campaigns and optimise strategies accordingly.
- Website / Extranet design and management.
- Oversee the ongoing development of the QTF Official App.

Public Relations / Media:

- Develop and maintain relationships with media outlets and brand ambassadors.
- Create press releases, coordinate media calls and liaise with QTF's PR Agency to generate positive media coverage.
- Handle crisis communications and manage reputation.
- Oversee the delivery of the Event Broadcast, content, schedule, talent, and process.
- Represent QTF at events, conferences, media appearances where required.

Internal / External Communications:

- Facilitate internal communication strategies to ensure alignment and engagement among employees.
- Coordinate memos, announcements and internal newsletters.
- Assist the Partnerships team in effectively communicating and delivering partnership commitments.

General Duties

- Develop and manage marketing and communication budgets.
- Supervise and mentor the QTF Marketing Coordinator, delegate tasks, set clear objectives, and provide constructive feedback.
- Foster a collaborative and creative work environment.
- Establish key performance indicators (KPIs) and metrics to track the success of marketing and communication initiatives.
- Prepare regular reports and presentations for the Board and management.
- Participate within, challenge, and provide support to the QTF management team through collaboration, engagement, initiative and innovation.
- Assist in the coordination and promotion of QTF Annual Awards and QTF Awards Night.



KEY SELECTION CRITERIA

- Bachelor's degree in Marketing, Communications, or related field.
- Proven experience in marketing and communications roles, with a track record of success.
- Excellent written and verbal communication skills.
- Strong leadership and team management abilities.
- Proficiency in digital marketing tools and platforms.
- Proven creative, innovative and lateral thinker.
- Strategic thinking and problem-solving skills.
- Ability to multitask and thrive in a fast-paced environment.
- Knowledge of touch football and/or sporting organisations highly desirable.

COMMITMENT TO CHILD SAFETY

Queensland Touch Football is committed to the safety and wellbeing of all children and young people who participate in our sport and access our services. We support the rights of the child and will act at all times ensure a child safe environment is maintained.

The QTF Child and Youth Risk Management Strategy details the standards, requirements and practices that apply to all employees and volunteers of QTF, its Member and Affiliated Associations and their Clubs working with or within the delivery of touch football to children and young people under the age of 18 years.

A current Blue Card is a minimum requirement of this position. All employees must comply with the current Blue Card/Working with Children Check requirements.

HOURS OF WORK

The sport industry operates outside of traditional business hours, including weekends, and to succeed in this role, you must be willing and able to work when and where sport is happening. We have a flexible approach to ensuring our people can balance family life and personal commitments alongside the demands of the industry.

KEY PERFORMANCE INDICATORS

To be determined in line with Performance Plans.

HOW TO APPLY

To be considered for this role, please submit a written letter of application **addressing the Key Selection Criteria** and your experience relating to the position description, along with your current CV to vacancies@qldtouch.com.au.

For enquiries, please contact:

Rachael Harpur
Marketing & Communications Manager
E rachael.harpur@qldtouch.com.au

Applications close Sunday 14 April 2024.

Please note: Interviews may commence prior to close date in an endeavour to fill position.