



## QUEENSLAND TOUCH FOOTBALL POSITION DESCRIPTION

<b>Position:</b>	Marketing Coordinator	<b>Department:</b>	Marketing & Communications
<b>Location:</b>	Milton Office, Brisbane	<b>Position Type:</b>	Full Time (some weekends included)
<b>Reports to:</b>	Marketing & Communications Manager	<b>Direct reports:</b>	Marketing Coordinator
<b>Remuneration:</b>	Salary + Super. Dependent upon skill level and experience.	<b>Start Date:</b>	TBC
<b>Internal Stakeholders:</b>	Chief Executive Officer QTF Staff Regional Staff and Board	<b>External Stakeholders:</b>	Graphic Design Agency PR Agency Affiliated Associations Touch Football Community 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 Coordinator is responsible for supporting in the development and execution of Queensland Touch Football's marketing and communication strategies. This role focuses on social media strategy, digital support and management, content creation, internal and external communication and PR support. The ideal candidate will be creative, detail-oriented, and proficient in digital marketing tools and techniques.

U N I T E . I N S P I R E . G R O W .



## KEY ACCOUNTABILITIES

### Social Media Strategy

- Develop, implement, and manage social media strategies to enhance brand visibility and engagement across various platforms (e.g. Facebook, Instagram, LinkedIn, Youtube etc.).
- Monitor, analyse, and report on social media performance metrics to optimise strategies and achieve marketing goals.
- Collaborate with the marketing team to create engaging and shareable content tailored to target audiences.
- Stay updated on the latest social media trends, tools, and best practices to ensure QTF's social media presence is current and competitive.

### Digital Support and Management

- Assist in the management of the QTF website and event sites, ensuring content is current, relevant, and optimised.
- Support digital marketing campaigns, including email marketing (creation and database management).
- Monitor and report on the performance of digital marketing activities using analytics tools, providing insights and recommendations for improvement.
- Manage the company's digital assets, including images, videos, and documents, ensuring they are organised and accessible.

### Content Creation

- Create compelling and high-quality content for various digital platforms, including newsletters, social media posts, article, and photo/video briefs.
- Collaborate with graphic designers, photographers, and videographers to produce visually appealing and impactful marketing materials
- Ensure all content aligns with the QTF brand.
- Develop event/program marketing materials, including promotional content, signage, and collateral.

### Internal/ External Communication

- Support internal communications efforts, ensuring employees are informed of any announcements or company updates.
- Support external communications, such as press releases, newsletters, and email campaigns.
- Develop and maintain relationships with key stakeholders, including third party agencies and suppliers.
- Support the planning and execution of company events, webinars, QTF Awards, Conferences etc.
- Liaising with internal departments to support marketing coordination across our business.
- Assist in developing and implementing public relations strategies to enhance QTF's reputation and brand presence.

### General Duties

- Represent and manage on-site event marketing activities, including social media coverage, broadcast support, photography/ videography, and attendee engagement.



## KEY SELECTION CRITERIA

- Marketing/Communications tertiary qualifications.
- Minimum 2+ years in a marketing communications role.
- Experience in digital media and a strong understanding of social media marketing, web design (wordpress), SEO & Google Suite highly desired.
- A working knowledge of Canva and Adobe Creative Suite (Illustrator, Indesign, Photoshop etc).
- Strong writing, editing, and content creation skills.
- Excellent organisational and project management abilities.
- A flair for creativity and detail orientated.
- Ability to work both independently and collaboratively 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.

The nature of the position will require some weekend work at events or other activities.

## 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](mailto:vacancies@qldtouch.com.au).

For enquiries, please contact:

Andrew Barrett  
Marketing & Communications Manager  
E [Andrew.barrett@qldtouch.com.au](mailto:Andrew.barrett@qldtouch.com.au)

**Applications Close 4:00 PM, November 29<sup>th</sup>**

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