



QUEENSLAND TOUCH FOOTBALL POSITION DESCRIPTION

Position:	Content & Digital Coordinator	Department:	Marketing
Location:	Milton Office, Brisbane	Position Type:	Full Time
Reports to:	Marketing & Communications Manager	Direct reports:	NA
Remuneration:	Salary + Super. Dependent upon skill level and experience.	Start Date:	Revised PD February 2026
Internal Stakeholders:	Chief Executive Officer QTF Leadership Team & Staff QTF Regional Staff & Board	External Stakeholders:	Affiliated Associations Touch Football Community (players, coaches, referees, families) Commercial Partners State/Local Government Touch Football Australia Third party marketing agencies (Graphic Design, PR etc)

ORGANISATION OVERVIEW

Queensland Touch Football (QTF) is a member organisation of Touch Football Australia (TFA) and benefits from strategic partnerships with both the National Rugby League (NRL) and Queensland Rugby League (QRL).

Touch Football is one of Queensland's most popular participation sports, with over 185,000 participants engaging in the sport annually through affiliates and school competitions and events, from Thursday Island and Weipa, Mt Isa to Rockhampton, Roma to South Tweed.

QTF governs six regions and 79 affiliated associations across Queensland 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 Content & Digital Coordinator is responsible for producing high-quality digital content, strengthening QTF's social media presence and enhancing the organisation's visual identity across all platforms. Reporting to the Marketing & Communications Manager, the role leads the creation of graphics, video and photographic content, manages QTF's digital channels, and maintains website functionality. It also ensures brand consistency across all digital and printed materials and oversees the organisation's creative platforms and digital asset management. This position plays a key role in supporting campaigns, programs and events and organisational priorities through innovative, visually compelling design and storytelling, requiring strong creative capability, technical digital skills, exceptional attention to detail and a collaborative, proactive approach with internal teams, affiliates and regions.

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

KEY ACCOUNTABILITIES

Social Media & Digital Channels

- Develop and implement social media strategies and channel plans to enhance QTF's visibility, engagement, and audience growth.
- Build and manage social media content calendars across Facebook, Instagram, TikTok, LinkedIn, YouTube, and other platforms.
- Execute posting, scheduling, monitoring, moderation, and proactive community engagement.
- Identify and act on social media trends, audience insights, and creative opportunities to increase performance.
- Ensure social media content and campaigns align with QTF's overarching strategy, event priorities and business objectives.
- Support paid social campaigns and optimisation where required.

Creative Content Production

- Lead the delivery and quality control of all QTF graphic design and visual collateral, ensuring every asset meets brand standards, follows guidelines and maintains a consistent visual identity across the organisation.
- Produce engaging digital content including graphics, short-form videos, animations and promotional assets using Adobe Creative Suite, Canva and approved templates.
- Represent and manage on-site event marketing activities, including social media coverage, broadcast support, fan engagement, photography and videography coordination.
- Lead the end-to-end photography and videography workflow, including scoping, briefing, securing contractors, overseeing shoots, and ensuring timely production and delivery.
- Edit and optimise final video and visual content to ensure it is fit-for-channel, on-strategy and aligned with digital best practice.
- Collaborate with content creators, influencers, ambassadors, and the marketing team to deliver authentic and aligned content.
- Create newsletter design templates, digital content blocks, and supporting visual assets aligned with QTF brand standards.
- Liaise with external graphic designers, printers and signage suppliers, managing production timelines, quality control, and delivery of marketing materials.
- Provide affiliates and regions with fit-for-purpose brand tools, templates and approved assets to support consistent local delivery.
- Manage QTF's Canva account, overseeing template governance and ensuring templates remain accessible, up to date and brand-aligned.
- Drive innovation in QTF's creative output by exploring new content formats, digital trends and engagement techniques to grow awareness of touch football in Queensland.

Website Support & Execution

- Build and maintain website structures, pages, templates, imagery and layouts across QTF and event websites.
- Support ongoing website updates, ensuring information is accurate, relevant, optimised and on-brand.
- Conduct SEO-aligned improvements and maintain visual consistency across digital environments.
- Monitor website analytics and user behaviour to identify opportunities for improved performance, accessibility and engagement.

Digital Asset & Platform Management

- Manage all digital asset repositories including image and video libraries, Dropbox folders, and creative templates.
- Oversee EDM database and platform maintenance, including segmentation, data hygiene, template creation, and system updates.
- Ensure digital assets are organised, accessible, and aligned with QTF's brand standards.

Digital Performance & Reporting

- Monitor, analyse and report on social media metrics, websites and digital campaigns, delivering insights and optimisation recommendations.
- Provide regular digital insights reports that inform decision-making.
- Identify opportunities to improve engagement, reach, traffic and conversion across QTF's digital ecosystem.
- Support the Commercial Team with digital insights and analytics, supplying data that informs partner reporting, asset valuation, sponsorship outcomes and commercial decision-making.



- Analyse digital campaign performance across the sport, programs and event activity to guide future planning and effectiveness.

Onsite Content Capture

- Capture real-time content across QTF activities, programs, campaigns, ambassador engagements, media opportunities, community initiatives, competitions and other organisational priorities.
- Deliver on-site digital coverage including short-form video, photography, social updates, interviews and reactive content opportunities.
- Ensure consistent, high-quality representation of QTF across all digital platforms.
- Respond quickly to emerging content opportunities to maximise visibility and audience engagement.
- Work collaboratively with internal teams to plan, prepare and prioritise content needs for organisational initiatives.

CULTURAL FIT

- Thrives in a collaborative, fast-paced, sport-driven environment.
- Support the business through collaboration and engagement, and delivery of QTF priorities and initiatives.
- Embodies QTF values, contributing positively to team culture and organisational reputation.
- Display a high quality of personal appearance and conduct.

KEY SELECTION CRITERIA

Within the context of the role, applicants are requested to address the following Selection Criteria:

Essential

- Demonstrated experience (minimum 2-3 years) in a content, digital or creative marketing role, delivering digital-first content and campaigns.
- Proven ability to plan, create and publish high-quality digital content across social media, websites and EDMs, including graphics, video and photography.
- Strong experience managing social media platforms and content calendars, with a focus on audience engagement and performance.
- Advanced capability using creative design and video tools (Adobe Creative Suite and Canva), with a strong understanding of brand consistency.
- Experience capturing, editing and optimising short-form video and visual content for multiple platforms and channels.
- Demonstrated ability to manage websites and digital platforms, including content updates, assets and on-brand presentation.

Desirable

- Experience working in sport, events, community or not-for-profit environments.
- Experience delivering on-site content capture at live events.
- Working knowledge of digital analytics, SEO or campaign reporting.

Benefits

- Flexible workplace
- Modern office in a central location
- Great team culture
- Staff training and development

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 to ensure a child safe environment is maintained.

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



RIGHT TO WORK IN AUSTRALIA

To be considered for the position, applicants must have the legal right to work in Australia at the time of application and throughout the duration of employment.

HOURS OF WORK

The sports industry operates beyond traditional business hours, with competitions, programs and key moments occurring across afternoons, evenings and weekends. As a content-led role, flexibility is required to support QTF's digital presence when sport-related activity is happening, whether through attending events or monitoring, sharing and publishing content across social media channels.

This may involve weekday afternoons or evenings, and weekend tournaments, as well as being responsive to live sport, news and community moments as they occur. To support this, QTF offers a flexible approach to work arrangements, allowing staff to balance personal commitments alongside the demands of a fast-paced, sport-driven environment.

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.

For enquiries, please contact:

Rachael Harpur
Marketing & Communications Manager
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Applications close on 5th June 2026.

Please Note: Only shortlisted applicants will be contacted. We reserve the right to interview prospective applicants prior to the application closing date.