



QUEENSLAND TOUCH FOOTBALL POSITION DESCRIPTION

Position:	Marketing & Communications Manager	Department:	Marketing
Location:	Milton Office, Brisbane	Position Type:	Full Time
Reports to:	Chief Executive Officer	Direct reports:	Marketing & Communications Coordinator
Remuneration:	Salary + Super. Dependent upon skill level and experience.	Start Date:	September 2026
Internal Stakeholders:	QTF CEO & Board 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 Marketing & Communications Manager leads the delivery of Queensland Touch Football's marketing, communications and digital function to strengthen the profile of the sport, protect and enhance the organisation's brand, and support organisational priorities aligned to the Strategic Plan.

Reporting to the Chief Executive Officer, the role is responsible for the planning and delivery of QTF's marketing, communications and brand activities across campaigns, media and public relations, digital platforms, stakeholder engagement and brand governance.

The position oversees the Marketing & Communications Coordinator, ensuring the successful delivery of integrated marketing and communications initiatives that grow awareness, engagement and participation across Queensland Touch Football.

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



KEY ACCOUNTABILITIES

Strategic Leadership & Planning

- Develop and implement Queensland Touch Football's annual Marketing & Communications Strategy aligned to the Strategic Plan.
- Establish marketing, communications and brand priorities that support participation, pathways, events, commercial objectives and stakeholder engagement.
- Lead annual planning across campaigns, communications, content and major organisational initiatives.
- Provide strategic marketing and communications advice to the CEO, Board and Leadership Team.
- Identify emerging opportunities, risks and industry trends that may impact organisational objectives, audiences or reputation.
- Ensure all marketing and communications activity is integrated, measurable and aligned to organisational goals.

Brand Strategy & Governance

- Lead and protect the Queensland Touch Football brand across all programs, events, regions, affiliates and initiatives.
- Maintain and evolve QTF's brand architecture, visual identity and positioning.
- Develop and approve brand guidelines, templates, campaign frameworks and communication standards.
- Provide creative direction across campaigns, events, programs and organisational initiatives.
- Ensure brand consistency and compliance across all communication channels and stakeholder groups.
- Support affiliates, regions and staff to strengthen brand alignment across the sport.

Marketing Campaigns & Growth

- Lead the planning, delivery and evaluation of integrated marketing campaigns across participation, pathways, events, programs and commercial initiatives.
- Establish campaign objectives, audience strategies, key messaging and measurement plans.
- Identify opportunities to grow participation, awareness, engagement and audience reach.
- Oversee organisational marketing calendars and campaign priorities.
- Work collaboratively with departments across the organisation to align marketing activity with business objectives.
- Review campaign performance and use insights to inform future planning and investment.
- Work collaboratively with internal departments, regions, affiliates and key stakeholders to ensure aligned messaging and promotion of organisational priorities.
- Identify opportunities to maximise partner value through campaigns, content, digital platforms, events and activations.

Communications, Media & Reputation

- Lead Queensland Touch Football's communications and public relations strategy.
- Oversee organisational messaging, positioning and narrative development across participation, pathways, events, programs, partnerships and strategic initiatives.
- Build and maintain relationships with media outlets, journalists, government stakeholders, ambassadors and industry partners.
- Identify and leverage proactive public relations, storytelling and stakeholder engagement opportunities that enhance the profile of Queensland Touch Football and its partners.
- Provide oversight and approval of media releases, public statements, major announcements and sensitive communications.
- Lead reputation management, crisis communications planning and issues management.
- Develop messaging frameworks, communication plans and key narrative themes that support organisational objectives.
- Provide strategic direction for broadcast, livestream and commentary standards across major events and initiatives.
- Support CEO communications, executive messaging and stakeholder engagement activities.

Digital Strategy & Audience Engagement

- Provide strategic oversight of QTF's digital ecosystem, including websites, social media channels, EDMs and digital platforms.

- Oversee audience engagement strategies, content priorities and digital communication frameworks.
- Ensure digital content aligns with brand standards, organisational objectives and audience needs.
- Review performance data, audience insights and analytics to guide decision-making and future investment.
- Identify opportunities to improve digital effectiveness, audience growth and user experience.
- Drive innovation across digital communications, content delivery and audience engagement.

General Duties

- Lead, support and mentor the Marketing & Communications Coordinator, ensuring clear priorities, effective workload management and professional development.
- Foster a collaborative and innovative marketing and communications function that supports organisational objectives and cross-departmental initiatives.
- Develop and manage the annual marketing and communications budget, ensuring effective investment across campaigns, suppliers, platforms and initiatives.
- Monitor and report on marketing, communications and digital performance, providing insights and recommendations to the CEO, Leadership Team and Board.
- Lead the planning, coordination and production of Queensland Touch Football's Annual Report, including content development, stakeholder engagement and supplier management.
- Support organisational stakeholder engagement and advocacy initiatives through targeted communications and marketing activity
- Ensure compliance with organisational policies, governance requirements and reporting obligations.

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

- Minimum five years' experience in marketing, communications, public relations or brand management.
- Demonstrated experience developing and implementing strategic marketing and communications plans.
- Exceptional written, verbal and stakeholder communication skills.
- Proven experience managing media relations, public relations and reputation management.
- Strong understanding of branding, audience engagement and content marketing principles.
- Experience managing digital marketing platforms, social media, websites and communication channels.
- Strong project management and organisational skills with the ability to manage multiple priorities and deadlines.
- Experience managing external suppliers, agencies and contractors.
- Demonstrated ability to lead, mentor and support staff.

Desirable

- Experience working in sport, events, community or not-for-profit environments.
- Experience managing multi-brand or affiliate-based organisations.
- Understanding of participation sport, community engagement and membership growth strategies.

Benefits

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



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.

Flexibility is required to support Queensland Touch Football's marketing, communications and stakeholder engagement activities when and where they occur. This may include attending events, media opportunities, meetings, partner functions, broadcasts and major organisational activations, as well as responding to emerging issues, announcements and communication priorities.

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

E. rachael.harpur@qldtouch.com.au

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