

QTIC COMMUNICATIONS OFFICER POSITION DESCRIPTION

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| Title | Communications Officer | Location | South Brisbane |
| Reports to | Chief Executive Officer | Expenditure level | N/A |
| Prepared by | Office Manager | Date | January 2019 |

PRIMARY DUTIES & RESPONSIBILITIES

Job Specific Capability

- Develop and produce fresh and engaging updates and new content for Queensland Tourism Industry Council (QTIC) and Queensland Tourism Awards (QTA).
- Develop and maintain high quality content for social media engagement, search engine optimisation (SEO) and digital content; and ensure the standard is practically applied across QTIC and QTA online activity.
- Manage QTIC's social media channels through the development of messaging and content for QTIC and QTA.
- Identify opportunities to enrich content through interpretation of site reporting and usability research.
- Influence and engage with stakeholders and business partners to ensure that digital content delivered meets QTIC's standards (Policies, Guidelines and Procedures), is accurate and delivered on time.
- Work with business partners to progress the presence of QTIC and QTA in the digital environment.
- Maintain an in-depth understanding of current digital marketing trends, specifically around social media and search engine optimisation (SEO).
- Provide regular reports, analytics and updates to the Management Team and QTIC Board. Maintain strong relationships with business partners and stakeholders.
- Point of contact for day-to-day website and CRM system support requests.
- Demonstrated ability to produce effective and innovative written content for online environments.
- Expert understanding of consumer engagement through digital mediums.
- Understanding of public relations and media management including coordination of media calls, media conferences, familiarisation tours and media interviews.
- Maintain strong working relationships with key industry media, industry partners and government representatives.
- Knowledge of photography desirable.
- Relevant tertiary qualifications in journalism or communications or equivalent experience.

Marketing and Communications

- Liaise with QTIC staff to proactively source, research and write a variety of creative and effective communication tools including media releases, eNewsletters, eDM (electronic direct mail), speeches, reports, brochures, flyers, factsheets and presentations.
- Work with other team members to ensure the communications needs of all areas are considered.
- Develop strong links across QTIC networks (including Regional Tourism Organisations, Association Council, and other committees and networks) to ensure two-way feedback relating to corporate communications issues.
- Support member engagement, including recruitment.
- Graphic design production of graphics, flyers and other marketing and communication collateral using Adobe Creative Suite (InDesign) and Canva.
- Carry out analysis of communication results for digital, online, PR and social media communication; provide updates and reports to the Management Team and QTIC Board.
- Knowledge and understanding of event planning and management, with particular emphasis on applying communication support to attract strong attendance at QTIC events and maximise pre-, during and post-event promotion.
- Project management, content creation and distribution of QTIC Annual Review (yearly production).
- Preparation of annual QTIC Communications Plan in partnership with QTIC Management Team and Board.
- Ongoing maintenance of QTIC Style Guide and management of QTIC and QTA brand assets including logos, banners, signage and branded collateral.
- Monitoring, analysis and archiving of media coverage for QTIC and QTA.

Digital Marketing/Communication and Social Media

- Manage CRM and website content updates for www.qtic.com.au and www.queenslandtourismawards.com.au.
- Understanding of (or ability to learn to use) the Hootsuite media management program to operate QTIC and QTA social media channels including Twitter, Instagram, LinkedIn, Facebook and YouTube.
- Ability to manage multiple social media platforms including understanding of targeted/paid posts.
- Knowledge of Survey Monkey including preparation, distribution and analysis.
- Understanding and application of Google Analytics.
- Ability to interpret and apply research results, website analytics and digital strategies including SEO. Coordinate and regularly update content on websites to ensure its fresh and engaging.

Financial Management

- Monitor financial targets and ensure compliance with contractual obligations and outcomes.
- Manage contractual agreements and expenses with suppliers relevant to the role including iSentia (media monitoring), public relations agency, printers and graphic designers.

Human Resources

- Provide guidance to staff, contractors and students (interns and work experience) as required.

General Responsibilities

- Other duties as directed

KEY RELATIONSHIPS

Internal

- CEO, Deputy CEO and the Office Manager
- Workforce Development, Business Development, Policy and Advocacy, Indigenous Programs, Events, QTA and Accreditation teams.

External

- QTIC members
- QTA entrants and judges
- Media and journalists
- Suppliers
- Sector and Industry Associations
- Department of Innovation, Tourism Industry Development and the Commonwealth Games
- Tourism and Events Queensland
- Relevant Australian Government and national bodies

KEY SKILLS AND ATTRIBUTES

- Excellent attention to detail, high quality written and interpersonal communication skills.
- A 'nose for news' that can recognise and exploit good news opportunities.
- Ability to work under pressure and meet deadlines.
- Sound knowledge of tourism industry and issues.
- Customer service orientation.
- Understanding of professional and commercial confidentiality.
- Tertiary qualifications in journalism, communications or a related discipline.
- Ability to identify, build and maintain relationships with key internal and external stakeholders.
- Ability to work autonomously and self-manage with excellent time management skills.

- Strong web copywriting skills and strong understanding of web marketing.
- Demonstrated ability to work and communicate effectively at all levels of an organisation.
- Creative writer.

SKILLS, KNOWLEDGE and PERFORMANCE AREAS

Self-Leadership/Management

- Understand the goals and directions of QTIC.
- Establish goals in line with corporate objectives.
- Demonstrate capacity to work with independence, flexibility and initiative.
- Ability to develop timelines to manage multiple communications from multiple departments to ensure a seamless flow of timely QTIC communications
- Seek and take opportunities to develop personal and professional skills, knowledge and attributes to achieve or exceed performance expectations.
- Adheres to all company policies and procedures.

Team Orientation

- Work cooperatively and proactively.
- Understand team roles and expectations.
- Willingness to support other team members and take on non-traditional tasks as required.

Business Ability

- Demonstrates accuracy and integrity in all work.
- Proven success with negotiation, commercial transactions and ability to successfully manage change.
- Provides reliable and consistent quality of work.
- Ability to manage multiple tasks in a timely manner.

Relationship & Service

- Committed to assisting and servicing others.
- Deal with all information requests efficiently.
- Ability to deal sensitively and respectfully with a full range of stakeholders in a wide range of business situations.
- Committed to continuous organisation and process improvement.