

POSITION DESCRIPTION

OUR VISION

A world leader in delivering major venues, sport, entertainment and events.

OUR PURPOSE

To provide amazing experiences and opportunities through world class venues, enriching and connecting Queensland communities.

POSITION	Digital Media Advisor
POSITION NUMBER	1G048
LOCATION	Stadiums Queensland Corporate Office
REPORTS TO	Digital Media Manager
EMPLOYMENT TYPE	Permanent, Full-Time
CLASSIFICATION LEVEL	Staff Certified Agreement, AO5 Level 1
CONTACT INFORMATION	Mark Brown - Manager Marketing and Commercial Phone: (07) 3008 6100 Email: Mark.brown@stadiums.qld.gov.au
VACANCY REFERENCE #	SQ59.25
CLOSING DATE	Monday, 10 November 2025

THE POSITION

The Digital Media Advisor position is required to lead and manage design, development, and maintenance of currently six major sporting and entertainment venue websites, one corporate office website and one corporate office intranet site (i.e. www.stadiums.qld.gov.au; www.thegabba.com.au; www.suncorpstadium.com.au; www.queenslandcountrybankstadium.com.au; www.cbussuperstadium.com.au; www.qsac.com.au; www.sleemansports.com.au). The purpose of the position is to work with venue and corporate office teams to create compelling content, drive fan engagement and commercial opportunities and deliver continual improvement of websites to lead industry trends and digital strategies. The role is also responsible for implementing a website management framework and providing advice and training to venue teams regarding content practices and development.

WORK ENVIRONMENT

The position will work directly with venues, commercial, operational, strategic and tech services teams, third party vendors and hirers.

The role reports to the Digital Media Manager and is part of the the Commercial Team within Stadiums Queensland located at Corporate Office in Milton, Brisbane

The position may be required to work outside of business hours and on weekends.

ORGANISATIONAL ENVIRONMENT

SQ manages, operate and promotes the use of the State's major sports, recreation and leisure facilities.

<https://www.stadiums.qld.gov.au/>



KEY ACCOUNTABILITIES

- Develop and deliver exceptional content to drive patron experience and engagement and increase utilisation and awareness of SQ and venue websites.
- Deliver engagement targets and monitor the performance and growth of SQ's websites.
- Work closely with all venues to develop content that promotes event day information, activities and fan behaviours;
- Manage the design, ongoing development and maintenance of websites by engaging closely with key stakeholders in the development of enhancements and improvements to websites.
- Manage procurement of website redevelopment services in accordance with SQ and Queensland Procurement Policy.
- Oversee the engagement, management and coordination of contractors in the delivery of required services, to ensure performance is in accordance with any contract requirements and prescribed legislative standards.
- Act as the administrator of SQ's internal Intranet site, managing staff access and coordinating improvements and enhancements in consultation with internal stakeholders.
- Monitor content acquisition, storage and rights management and ensure outbound communication and marketing comply with current legislative requirements in relation to privacy and data capture.
- Prepare reports for SQ's Senior Leadership Team, Executive Leadership Team and Board of Directors.
- Execute initiatives and strategies as directed by the Digital Media Manager.
- Oversee the monitoring and reporting of website related trends and performance against industry standards
- Oversee third party integrations, content development and promotional activities as they relate to website content.
- Facilitate the delivery of training and legacy support documentation.
- Maintain effective relationships with internal and external clients and stakeholders, providing exceptional customer service.
- Ensure venue brand guidelines are maintained and adhered to with respect to all digital enhancements and integrations with third party providers.
- Ensure all work is undertaken in accordance with SQ's policies and procedures, particularly in the areas of workplace health and safety, equal employment opportunity, workplace harassment, bullying and discrimination.

MANDATORY QUALIFICATIONS AND/OR EXPERIENCE

- Minimum four (4) years' experience within professional marketing and/or communications teams.
- Tertiary qualification in a relevant discipline (eg. Marketing, Communication, Media or Advertising) or equivalent experience.

KNOWLEDGE, SKILLS AND EXPERIENCE

ESSENTIAL

- Exceptional level of knowledge and demonstrated user experience of website content management systems.
- Exceptional level of communication skills including structuring and developing strategies and content for digital platforms and websites.
- Exceptional ability to produce high quality, accurate written content within tight timeframes;
- Demonstrated high level understanding of rights managed video and image content for publication.
- Demonstrated contract management and administration experience.
- Demonstrated ability to manage consultants to achieve required outcomes in agreed timeframes.
- High work ethic, commitment to professional presentation and flexibility in the workplace and ethical practice.
- Demonstrated ability to manage consultants to achieve required outcomes in agreed timeframes, and demonstrated ability to affectively work within a team environment to deliver a key organisational project or outcome
- Highly developed project management skills, planning and problem-solving skills.
- High level communication, consultation, and negotiation skills, including the ability to prepare reports and correspondence.
- Understanding of legal, contractual, commercial and policy matters

DESIRABLE

- High level of knowledge of Adobe Experience Manager website content management system.
- Experience in digital storytelling including image and video capture, production and utilisation.
- Experience in working within a major sports facility environment including stadiums, arenas, high performance and community venues and with sports, entertainment and major events, high performance athletes and/or community utilisation.
- Experience with Microsoft Dynamics 365



OUR VALUES



Enthusiasm and passion

We are an energetic and accountable team who work collaboratively as 'OneSQ', embracing diversity of experience and open communication.



Professional, commercial and accountable

We are passionate and take ownership in delivering commercial results and great experiences for our customers. We strive for and deliver greatness, and celebrate individual and team achievements.



Customer-centric, innovative and agile

We embrace change, encourage innovation and are solutions focussed. We are customer-centric and continuously and flexibly adapt to evolving needs and expectations.



Authentic, transparent and respected

We are authentic and conduct our business with the highest standards of ethics, integrity and responsibility.

ADDITIONAL INFORMATION

- Some out of normal hours work and work on weekends may be required.
- Whilst this position is currently located at the Stadiums Queensland Corporate Office, the successful applicant may be required to work from any of SQ's venues or offices.
- Travel inter/intrastate may require some overnight stays away from the position's location.
- This position description details the minimum skills required to perform the duties of this position. Other duties may be allocated, as required.
- SQ employees are bound by the ethics principles, which are contained in the SQ's Code of Conduct and the terms and conditions of employment are detailed in the Employment Contract and associated legislation. All staff are expected to familiarise themselves with these.
- All managers, supervisors and staff are expected to participate in and positively contribute to the sound corporate governance of SQ. This includes demonstrating a comprehensive appreciation of and commitment to the fundamental principles of corporate governance within which a statutory authority operates.
- Managers and supervisors should lead by example in their understanding of and application to corporate governance activities of SQ, in accordance with appropriate legislative requirements, Board policy and established principles.
- All successful appointees will be responsible and accountable to the extent of "Duty of Care" (Work Health and Safety Act 2011) and required to demonstrate occupational health and safety consciousness, and support and contribute towards risk management initiatives.
- SQ employees are required to adhere to security procedures at all times, support and contribute the effectiveness of protective security measures through security awareness, vigilance and reporting.
- Where a "Working with Children Check" (i.e. Blue Card) is required to be held for this position, the applicant is to provide evidence of either a valid Blue Card or be willing to make application for the card. Volunteers working in any capacity with children or young people, and paid employees who work in regulated employment (i.e. childcare), are required to hold a valid Blue Card before commencing work. For all other positions that require a Blue Card the applicant may commence in the position pending the receipt of a successful check.
- Information submitted by an applicant for this position is subject to the Right to Information Act 2009 and the Information Privacy Act 2009.
- Applications will remain current for a period of 12 months.
- Your application should address your ability to meet the key accountabilities. SQ's "Additional Information for Applicants" will assist you in developing your application.
- Applications should include a current Resume/Curriculum Vitae and be emailed to recruitment@stadiums.qld.gov.au.



ORGANISATIONAL STRUCTURE

