

Digital Content Leader

Tourism and Events Queensland

Tourism and Events Queensland (TEQ) is a statutory body of the Queensland Government and the State’s lead tourism marketing, destination and experience development and major events agency.

TEQ’s vision is to inspire a global desire for Queensland by showcasing its unique identity through bold world-class marketing and events – driving travellers to choose our state and deepening pride in the place we call home.

Purpose of the role

The Digital Content Leader is responsible for shaping the direction, creation and governance of TEQ’s consumer-facing owned digital channels. This role has a focus on delivering content for Queensland.com and includes creating and distributing organic and paid content across website, email, selected social media channels and emerging platforms.

The position oversees a Digital Content Specialist and commissions freelancers to ensure content is high quality and efficiently delivered to meet business objectives. This role balances editing experience and creative vision with operational excellence: driving innovation in digital content practices, workflows, channel optimisation, and adoption of new technologies. The role requires excellent knowledge of SEO, GEO and AI-search platforms to achieve reach and engagement goals, and an appetite to rapidly adapt to the changing digital content landscape.

You will bring to the role

Must have	Great to have
<ul style="list-style-type: none">▪ Strategic and operationally minded with content marketing experience leading organic and paid content development across websites, EDM and social.▪ Strong leadership and stakeholder management experience.▪ Skilled in content strategy, workflow optimisation, and governance processes.▪ Excellent SEO experience and an understanding of how to optimise for AI-search platforms.▪ The ability to simultaneously deliver organic content in alignment to a content plan and paid campaign assets to ensure all business objectives are met.▪ Excellent written and verbal communication skills, with the ability to influence stakeholders across the business.	<ul style="list-style-type: none">▪ Tertiary qualifications in Marketing, Journalism, Communications or related discipline.▪ Experience as a Digital Editor, creating content for consumer facing websites, EDM programs and social media platforms.▪ Experience using Adobe AEM, Adobe Campaign, Adobe Creative Suite, Canva, Google Search Console, Keyword Planner, SEMRush.▪ Understanding of GEO and how to adapt SEO for LLM and AI search.▪ Ability and desire to adapt to new technologies that enable better and quicker content creation.▪ Knowledge of the Queensland tourism industry including destinations and products.

What you will do

Accountability	Major Activities
Leadership & Teamwork	<ul style="list-style-type: none">▪ Inspire a high-performing content team.▪ Facilitate the culture of a creative and innovative TEQ for new ideas and approaches to content.

Digital Content Leader

	<ul style="list-style-type: none">▪ Ensure the Queensland brand is brought to life across all activity undertaken by the team.▪ Foster a culture of creativity, innovation, and operational excellence across the team.
Creative and Content Output	<ul style="list-style-type: none">▪ Lead the planning of TEQ's consumer-facing owned digital content across organic and paid channels, ensuring alignment with brand, marketing, and business objectives.▪ Oversee and execute an integrated content plan that leverages consumer insights and behavioural data to maximise reach and engagement.▪ Act as the editor of Queensland.com with a primary focus on developing, commissioning and publishing content that reflects accessibility best practice, UX and information architecture principles, while leading SEO efforts.▪ Identify and implement opportunities to leverage emerging technologies to optimise content creation and delivery, and ensure best practice SEO.▪ Produce AI-optimised content for website, optimising content for multi-modal search and AI tagging.▪ Approve or develop creative concepts, campaign content, and key deliverables before publication.▪ Monitor channel performance, providing actionable insights and recommendations for optimisation.▪ Report on content performance across channels, tracking KPIs and ROI for organic and paid campaigns.▪ Evaluate and identify digital content opportunities to maximise marketing goals.
Stakeholder Engagement	<ul style="list-style-type: none">▪ Build and maintain effective business relationships with key industry stakeholders to increase awareness and utilisation of digital content opportunities.▪ Work closely with TEQ platform and technical teams on an integrated approach to SEO and content delivery.▪ Build and maintain relationships with freelancers and agencies to deliver the integrated content plan for Queensland's digital channels.▪ Influence and advise others within TEQ and across stakeholder groups about content opportunities.
Administration	<ul style="list-style-type: none">▪ Manage and monitor the budget to ensure maximum effectiveness.▪ Ensure quality customer service to TEQ internal and external stakeholders.▪ Monitor, evaluate and report on all initiatives undertaken.▪ Oversee and ensure all content processes are being upheld and refine as required.

Digital Content Leader

Other Duties	<ul style="list-style-type: none">▪ Other duties as directed▪ Ensure tasks undertaken adhere to all TEQ's policies, procedures and guidelines.
--------------	---

How you will do it

Capability	How you will display it
<u>Brave</u> Confident to lead and challenge your team, colleagues and the broader TEQ environment.	<ul style="list-style-type: none">▪ Challenge why, how and what we do.▪ Accept risks and have a go.▪ Speak up about performance.
<u>Strategic</u> Makes decisions that progress TEQ's interests.	<ul style="list-style-type: none">▪ Outcome driven, agile approach.▪ Find perspective beyond own.▪ Purposefully collaborative through vision and targets.
<u>Influential</u> Negotiate, persuade and communicate towards achievement.	<ul style="list-style-type: none">▪ Connect the why with actions and big picture value.▪ Embrace discomfort to discover new territory.▪ Lead beyond own team.
<u>Collaborative</u> Working with others as a team player and sharing resources and information	<ul style="list-style-type: none">▪ Identifying opportunities to share insights across teams.▪ Ensures team members contribute beyond the team's focus to strengthen reputation across TEQ.▪ Praise efforts of teams and individuals who find powerful ways to collaborate to achieve desired outcomes.
<u>Results Oriented</u> Solutions focused outcomes for self, team, TEQ and industry success	<ul style="list-style-type: none">▪ Manages budget to enable the right people to do the right work with sufficient time.▪ Effectively delegates to team members.▪ Responds to situations in which team performance reflects need for change.

About the role

Position title:	Digital Content Leader
Level:	Leader
Salary:	Starting from \$151,600, inclusive of 12.75% Superannuation
Status:	Permanent
Group:	Marketing
Team:	Creative and Content
Location:	Brisbane
Reports to:	Creative and Content Director
Direct reports:	Digital Content Specialist
Key Stakeholders:	All TEQ departments, Department of Tourism, Innovation and Sport, Regional Tourism Organisations, Tourism Australia

Closing date for applications is 19 September 2025.

Digital Content Leader

Additional Information

- Applications will remain current for a period of up to 12 months after the closing date of the original vacancy and may be used for recurring or similar vacancies.
- A probationary period of three months will apply to appointees external to TEQ.
- Pre-employment checks will occur prior to any offer of employment being made. Checks may include:
 - Referees
 - Proof of eligibility for appointment (i.e. residency/citizenship status or evidence of your Australian working visa)
 - Criminal history
 - Mandatory qualifications
- Within one month of commencing employment, the successful applicant is required to disclose any employment as a lobbyist in the previous two years.
- The recommended applicant will be required to disclose any serious disciplinary action taken against them in public sector employment.
- Applicants who have accepted a voluntary medical or early retirement, redundancy or retrenchment from the Queensland Government are required to indicate this in their application.
- Late applications cannot be submitted via the online job boards so please allow enough time before the closing date to submit your application. The selection panel will decide if they will accept a late application.
- TEQ will manage your personal information collected through a recruitment and selection process in accordance with the [TEQ Privacy Statement](#).

Equity and Diversity

Tourism and Events Queensland recognises the importance and uniqueness of Queensland's Aboriginal and Torres Strait Islander cultures and has developed a Reconciliation Action Plan to demonstrate our commitment towards reconciliation through how we operate and do business. We encourage Aboriginal and Torres Strait Islander people to apply for this position. This is an equal opportunity measure under section 105 of the Anti-Discrimination Act 1991.

We are committed to providing a diverse and inclusive workplace including making any reasonable adjustments to support you through the recruitment process.