

# Digital Content Specialist

## 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 Specialist is a fast-paced, digital all-rounder who is responsible for creating and optimising high-quality digital content across Queensland’s owned channels. This role is responsible for the strategic planning, management, and execution of the global consumer email program to drive growth and optimisation of first-party data. This includes audience development and engagement with Queensland content, as well as the creation, scheduling, and publishing of content across Queensland.com and Queensland social media channels.

This position balances the day-to-day delivery of organic content and paid campaigns with responsibility for community management across Queensland’s consumer-facing social media channels and can also jump into design platforms to create visual assets as required. The Digital Content Specialist ensures Queensland’s digital content is accurate, engaging, visually compelling, and aligned with brand voice, creating content in line with the content strategy to inspire audiences and deliver on business outcomes.

### You will bring to the role

Must have	Great to have
<ul style="list-style-type: none"><li>Strong digital content creator across web, email, and social.</li><li>Experienced in email marketing platforms, scheduling, and analytics tools. (Adobe Campaign preferred)</li><li>Strong copywriting, editing, and visual design skills, with sharp attention to detail.</li><li>Hands-on with content management systems (Adobe Experience Manager preferred).</li><li>Familiarity with AI tools for content creation or willingness to adopt them.</li><li>Organised, proactive, and comfortable managing multiple deadlines in a fast-paced environment.</li><li>Excellent written and verbal communication skills, with the ability to influence stakeholders across the business.</li></ul>	<ul style="list-style-type: none"><li>Tertiary qualifications in Marketing, Journalism, Communications or related discipline.</li><li>Experience as a Digital Content Producer or similar, creating content for consumer facing websites, EDM programs and social media platforms.</li><li>Demonstrated ability to deliver high-quality written and visual content.</li><li>Experience using Adobe AEM, Adobe Campaign, Adobe Creative Suite, Canva.</li><li>Understanding of SEO principles.</li><li>Knowledge of the Queensland tourism industry including destinations and products.</li></ul>

### What you will do

Accountability	Major Activities
Email Program	<ul style="list-style-type: none"><li>Manage the global consumer email program and 1:1 communication.</li></ul>

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	<ul style="list-style-type: none"><li>Plan, write, design, and deliver email marketing campaigns that achieve campaign and brand goals.</li><li>Design and refine campaign automated workflows to support audience growth, engagement, and re-engagement.</li><li>Collaborate with the technical team on how to optimise the Email program.</li><li>Work closely with agency partner on ongoing commercial opportunities across the program.</li><li>Track, analyse, and report on campaign performance using dashboards and KPIs.</li></ul>
Digital Content Creation and Distribution	<ul style="list-style-type: none"><li>Build, edit, and publish content within Adobe Experience Manager (AEM).</li><li>Write, edit and adapt copy for multiple audiences and platforms, ensuring brand tone and clarity.</li><li>Leverage AI tools where appropriate for content creation, ideation, or optimisation.</li><li>Maintain and optimise digital assets for accuracy, UX, and performance.</li><li>Publish and manage content scheduling and delivery across all digital channels.</li><li>Create engaging visuals to complement content and reflect Queensland's brand.</li><li>Develop graphics and content aligned with EDM themes.</li></ul>
Community Management and Administration	<ul style="list-style-type: none"><li>Look after community management of Queensland social channels.</li><li>Track and report on content performance with actionable insights.</li></ul>
Other Duties	<ul style="list-style-type: none"><li>Other duties as directed</li><li>Ensure tasks undertaken adhere to all TEQ's policies, procedures and guidelines.</li></ul>

## How you will do it

Capability	How you will display it
<u>Creative</u> Creating value through encouraging and inspiring ideas	<ul style="list-style-type: none"><li>Consults across teams to help identify / implement improvements.</li><li>Considers resource implications when exploring new options/alternatives.</li><li>Shares information and thinking to inspire or challenge conventional thinking.</li></ul>
<u>Energetic</u>	<ul style="list-style-type: none"><li>Responds to ideas with high enthusiasm and interest to encourage energy in others.</li></ul>

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Seeking ways to create efficiency and new methods that benefit TEQ and stakeholders	<ul style="list-style-type: none"><li>• Recognises when drive and passion are beneficial and when to scale back and assure balance.</li><li>• Displays self-management and focus in response to unexpected challenges.</li></ul>
<u>Innovative</u> Seeking ways to create efficiency and new methods that benefit TEQ and stakeholders	<ul style="list-style-type: none"><li>• Encourages team to explore improvement opportunities by celebrating peer success.</li><li>• Critically evaluates ideas to inform the feasibility of opportunities that create value.</li><li>• Focuses on "whole of system" when exploring options or alternatives to create value or efficiency.</li></ul>
<u>Collaborative</u> Working with others as a team player and sharing resources and information	<ul style="list-style-type: none"><li>• Considers / encourages feedback on matters that affect others.</li><li>• Consistently invests time with other teams to resolve challenges and co-create.</li><li>• Finds ways to establish a mutual benefit to strengthen involvement and support.</li></ul>
<u>Results Oriented</u> Solutions focused outcomes for self, team, TEQ and industry success	<ul style="list-style-type: none"><li>• Demonstrate impact and value add of outcomes achieved.</li><li>• Involves team and stakeholders in projects or tasks to achieve required outcomes.</li><li>• Expertise sought by other teams</li></ul>

## About the role

<b>Position title:</b>	Digital Content Specialist
<b>Level:</b>	Level 5
<b>Salary:</b>	Starting from \$92,970 base plus 12.75% Superannuation
<b>Status</b>	Permanent, Full Time
<b>Group:</b>	Marketing
<b>Team:</b>	Creative and Content
<b>Location:</b>	Brisbane
<b>Reports to:</b>	Digital Content Leader
<b>Direct reports:</b>	N/A
<b>Key Stakeholders:</b>	All TEQ departments, Department of Tourism, Innovation and Sport, Regional Tourism Organisations, Tourism Australia

**Closing date for applications is Friday 19 September 2025.**

## 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.

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- 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.