

# Media and Travel Trade Familiarisations 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 Media and Travel Trade Familiarisations Specialist is responsible for designing, planning, and coordinating activities and experiences for business events participants, trade partners, media, and influencers visiting Queensland. Their goal is to generate positive sales, publicity, and engagement that promote Queensland as a preferred destination.

The aim of the Famils team is to deliver motivational stories to channels that have deep reach and that are aligned to TEQ's target markets, marketing messaging and brand objectives. To ensure that the outcomes of all visits are delivering a demonstrable return on investment as the business, publicity or commentary generated will reinforce all TEQ's annual marketing activities and objectives.

This is achieved by working in partnership with TEQ international offices and TEQ internal teams, Regional Tourism Organisations (RTO's), Tourism Australia (TA) and industry partners.

### You will bring to the role

Must have	Great to have
<ul style="list-style-type: none"><li>▪ High level understanding of Queensland destination and product knowledge</li><li>▪ High level understanding of consumer demands and travel trends in relevant domestic and international markets</li><li>▪ Demonstrated experience developing and escorting Famils</li><li>▪ Ability to develop a program around story angles and key marketing objectives</li><li>▪ Proven ability to build, maintain collaborative relationships with industry, stakeholders and other partners.</li><li>▪ Ability to negotiate and influence partners to develop programs that meet set objectives and are strategically aligned to target markets</li><li>▪ Demonstrated ability to manage multiple projects simultaneously and meet tight deadlines</li><li>▪ Excellent attention to detail.</li><li>▪ Ability to escort Famils and host at industry events as necessary</li><li>▪ Ability to apply a continuous improvement</li></ul>	<ul style="list-style-type: none"><li>▪ Experience in the tourism industry</li><li>▪ Understanding of the international marketplace</li><li>▪ Understanding and empathy for cultural differences</li><li>▪ Knowledge of broadcast production and co-ordination</li><li>▪ Understanding of meetings, conference, incentives and events</li><li>▪ Marketing and publicity experience</li><li>▪ Language skills</li><li>▪ Ability to apply a customer centric approach to program development</li></ul>

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## What you will do

Accountability	Major Activities
<ul style="list-style-type: none"><li>Development of and/or hosting of Famils</li></ul>	<ul style="list-style-type: none"><li>Develop, plan and coordinate activities and experiences that convey Queensland brand and destination messages for TEQ teams, TA and their public relations companies.</li><li>Determine appropriate destination, experience or product based around customer needs and research in target markets with input from TEQ internal teams, TA and RTO's to ensure proposed visits are aligned with TEQ and partners strategic objectives.</li><li>Initiate and develop professional relationships through effective liaison with TEQ teams, TA, inbound tour operators, RTO's, tourism operators, government departments, PR companies and program participants.</li><li>Maintain destination and product awareness to ensure the program is designed to showcase the right product to the right market.</li><li>Develop programs around story angles based on media readers profiles.</li><li>Maintain extensive knowledge of Queensland's domestic, international and event tourism markets through research, education, trends and market specialisation</li><li>Maintain extensive knowledge and understanding of TEQ marketing and branding messages and curate these where possible into all program wording and development</li><li>Maintain regular industry contact to develop key understanding of product specialisation relative to target markets for program design and development.</li><li>Collaborate, communicate and negotiate program costs with RTO's and industry for participation in Experience Programs.</li><li>After hours 'on call' responsibility to program participants, TEQ, TA and industry stakeholders.</li><li>Host visits in accordance with hosting manual and a safety-first mind set.</li><li>Develop programs in line with TEQ Experience Program risk governance framework.</li></ul>
<ul style="list-style-type: none"><li>Administration</li></ul>	<ul style="list-style-type: none"><li>Develop program budget templates with TEQ teams that ensure each program delivers the best experience outcomes and key objectives.</li><li>Confirm, book and pay for all program activities aligned to business policies and procedures.</li><li>Use and reconcile all credit and debit card transactions as aligned in business policies and procedures.</li><li>Maintain accurate tracking of all records for programs to measure the effectiveness and appropriateness of the program activity.</li></ul>

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	<ul style="list-style-type: none"> <li>Update MATE database with appropriate destination, product and contact information</li> <li>Prepare documentation for inclusion in Experience Program kits for distribution to participants.</li> <li>Write Industry and Experience Program Reports for distribution to relevant internal stakeholders.</li> </ul>
<ul style="list-style-type: none"> <li>Other Duties</li> </ul>	<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>Agility</u> Adaptable and flexible through change	<ul style="list-style-type: none"> <li>Takes on more responsibility when initiatives are likely to impact team</li> <li>Solutions focused when managing obstacles to change</li> <li>Considers stakeholders who may be affected by the change</li> </ul>
<u>Energetic</u> Fostering enthusiasm and passion	<ul style="list-style-type: none"> <li>Responds to ideas with high enthusiasm and interest to encourage energy in others.</li> <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>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>Develops clear and practical plans that link with TEQ strategy and cover appropriate level of detail.</li> <li>Proactively identifies obstacles and applies industry knowledge to develop workable tactics to resolve.</li> <li>Delivery of responsibilities in a timely manner and to high standard.</li> <li>Timely response to unexpected challenges.</li> </ul>
<u>Genuine negotiators</u> Achieve a desired position in the best interest of TEQ	<ul style="list-style-type: none"> <li>Finds mutual area of interest or concern to reach an agreed position.</li> <li>Implements techniques to explore options with parties to enable mutual wins.</li> <li>Recognised as one who can help others' work through negotiations.</li> </ul>

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## About the role

<b>Position title:</b>	Media and Travel Trade Familiarisations Specialist
<b>Level:</b>	Level 5
<b>Salary:</b>	Starting from \$92,907 base plus super
<b>Status:</b>	Permanent, Full Time
<b>Group:</b>	Commercial and Partnerships
<b>Team:</b>	Trade Engagement and Distribution Development
<b>Location:</b>	Fortitude Valley
<b>Reports to:</b>	Media and Travel Trade Familiarisations Leader
<b>Direct reports:</b>	N/A
<b>Key Stakeholders:</b>	Tourism Australia, Regional Tourism Organisations, Tourism Operators, Airlines and other industry partners.

**Closing date:** 8 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.
- 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.