

Employment Information Package

Senior Marketing and Communications

Position number: POS1765

Enquiries:

Name: Maddie Lawrence

Position: Team Leader Visitor Experience

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Application closing date: THURSDAY 15 OCTOBER 2026

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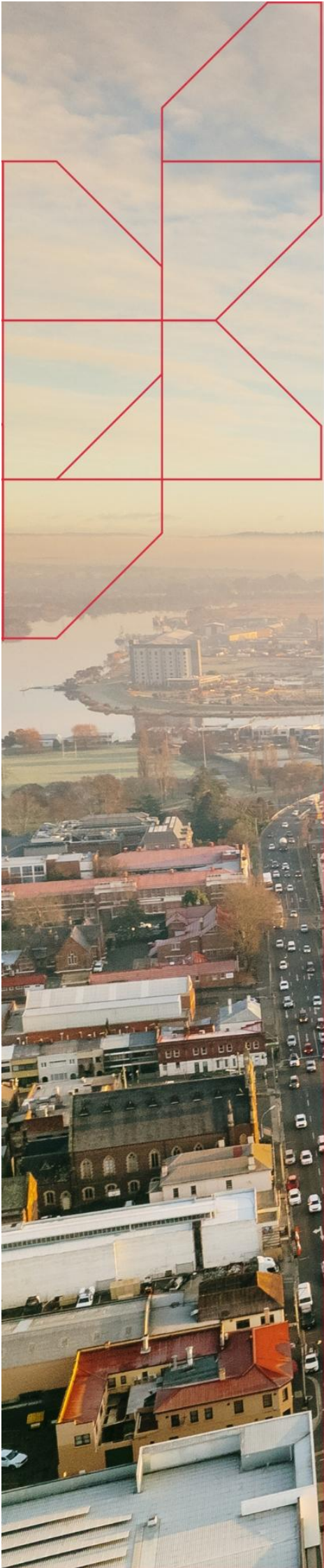
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Address applications to:

Senior Leader People, Governance and Safety
City of Launceston
PO Box 396
LAUNCESTON TAS 7250
Email address: contactus@launceston.tas.gov.au

When emailing your application, attachments should be sent in either Word (.doc/.docx), PDF (.pdf), TIFF (.tiff), JPEG (.jpg) or Excel (.xls/xlsx) formats.





About the City of Launceston

Launceston is the regional hub of Northern Tasmania and enjoys a rich natural and social history. Located at the head of the picturesque Tamar Valley, the Launceston region is renowned for its award-winning wines, gourmet dining experiences, magnificent natural features and friendly residents.

Our city is human scale. A series of green and wild spaces linked by heritage streetscapes and thoughtful adaptations. A real blend of old-world and new, tradition and innovation.

The City of Launceston municipal area covers an area of 1,405 square kilometres with a population of around 71,000 residents.

The City of Launceston is Tasmania's largest municipal council in terms of population and revenue. Launceston boasts all the major facilities of a much larger city, many of which are owned and operated by the City of Launceston.

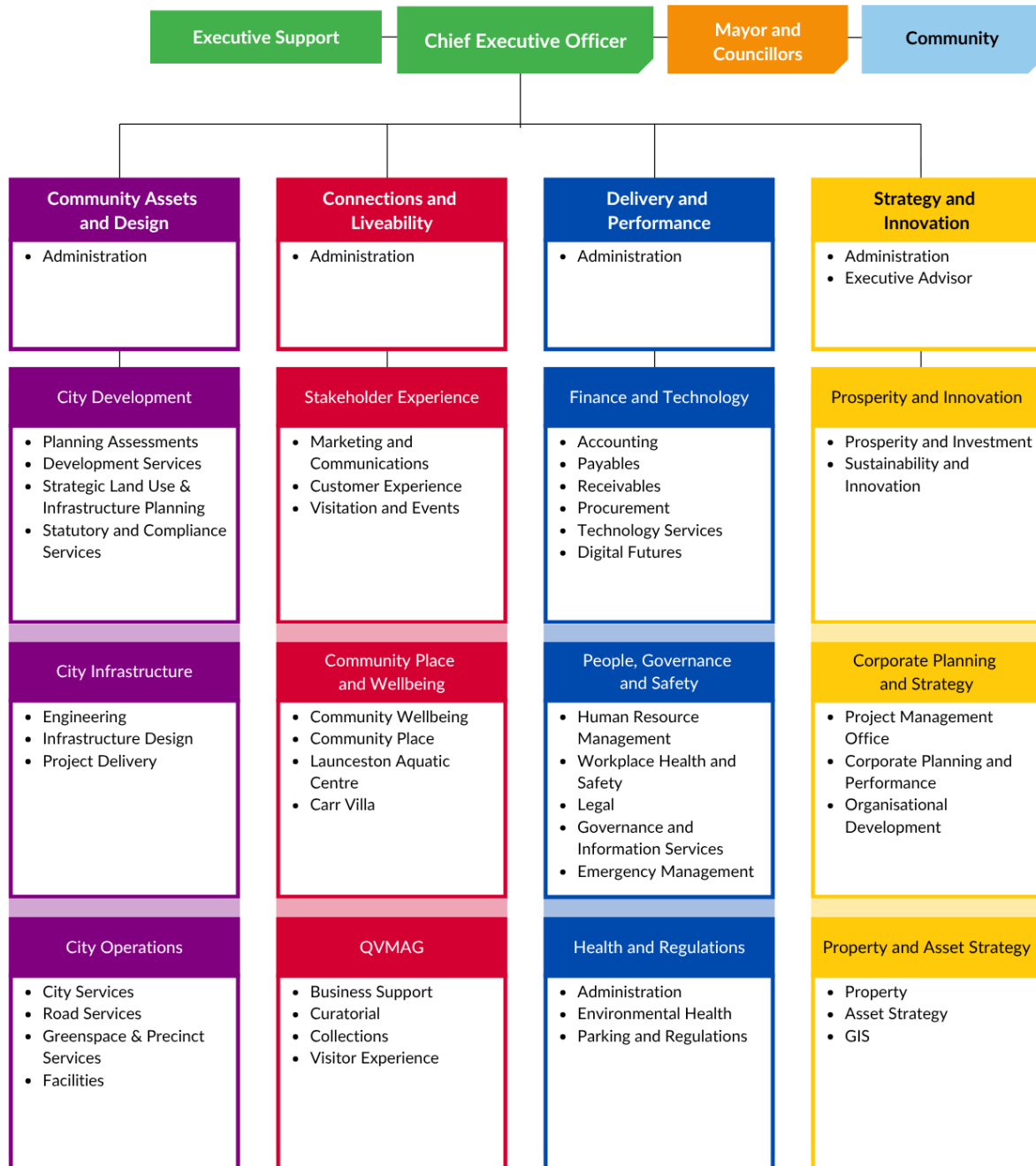
The City of Launceston is served by 12 Councillors, including the Mayor and Deputy Mayor.

Click [here](#) to view City of Launceston's strategic and annual reporting.

The City of Launceston is recognised as an Employer of Choice by the Tasmanian Government. An Employer of Choice is a workplace that demonstrates contemporary workplace practices and provides outstanding support for its staff.

Employee benefits offered by the City of Launceston include:

- Depending on your role, you may have access to a 4 day compressed week or 9 day fortnight
- Our employees have access to discounted health insurance options through St Luke's Health and BUPA.
- Employees have access to a free EAP service, which provides support and counselling for personal and work related issues, coaching and advice for leaders and counselling assistance for immediate family members.
- We are committed to fostering a flexible and supportive working environment. While flexibility may vary depending on the nature of each role and operational requirements, we aim to work with our employees to find arrangements that are practical, sustainable, and mutually beneficial.
- Access discounts through Fitness Passport, Solstice Energy, MyState Bank, Launceston Aquatic Centre and the QVMAG Gift Shop.
- Employees have access to purchase additional leave.



Organisational values

At the heart of our organisation are our four organisational values. Our employees are expected to adhere to, support and promote our values at all times.

Our aim is to attract and retain people who share our values and want to be a part of our positive workplace culture. Before submitting your application, please review our values and decide if they are a good fit for you.



OUR PEOPLE MATTER

- We value clear and open communication
- We support and encourage each other
- We respect diversity
- We recognise individual needs, experience and strengths



WE CARE ABOUT OUR COMMUNITY

- We take pride in our work and pursue a standard of excellence
- We genuinely listen, and value collaborative relationships
- We strive towards the best outcome for our community
- We make responsible and sustainable decisions



WE BRING AN OPEN MIND

- We actively seek opportunities to continuously improve
- We respect and explore different ideas and perspectives
- We embrace change that leads to positive outcomes
- We value innovation and creativity



WE GO HOME SAFE AND WELL

- We show care for people and look out for one another
- We speak up and support others to be healthy and safe
- We take personal responsibility for our own health and wellbeing
- We value work-life fit

City of Launceston adheres to the principles of a child safe organisation and is committed to the care and protection of all children and young people.

Information for applicants

At the City of Launceston, diversity isn't just something we celebrate — it's key to our success.

The most welcoming and innovative workplaces thrive because of diverse perspectives, backgrounds and experiences. That's why we welcome people of all identities, abilities, and cultures to be part of our team.

Even if you don't think you tick every box, we encourage you to have a go at telling us about yourself by addressing the selection criteria and apply. We're committed to creating an inclusive, flexible and supportive environment where everyone has the opportunity to succeed and contribute to something bigger — our community.

Join us and help shape a city that reflects the diversity, energy and potential of the people we serve.

City of Launceston adheres to the principles of a child safe organisation and is committed to the care and protection of all children and young people.

Please read this information carefully, as it will help you with the preparation of your employment application.

When applying for this position, you must provide the following documentation:

1. Covering letter
2. Statement addressing the selection criteria (highlighted criteria only)
3. Resume

The online Application for Employment can be [accessed here](#) (you will be asked to attach your supporting documentation)

1. Your covering letter should introduce you and explain why you are applying for the role.
2. All recruitment and selection decisions are based on merit. The most suitable person in terms of skills, knowledge, qualifications, relevant experience, alignment with organisational values and work attitudes is selected for the position. Selection is based on the assessment of each application in relation to the selection criteria identified in the position description. The position description is included later in this information kit.

The selection criteria consists of the qualifications, knowledge, skills, attitudes and abilities required to successfully perform the role. You must provide a statement that addresses each highlighted selection criterion for the role. Your statement should include examples that demonstrate how you meet each criterion.

Please see information here on how to address the [Selection Criteria](#).

3. Your resume should provide details of your qualifications, work history, special skills, training and competency details and referees, plus any other information that may support your application. Be clear and informative. Include the names, position titles, addresses and telephone numbers of at least two work referees.

If we can assist you with any reasonable adjustments in order to submit your application for this role, please contact the Human Resources Team via email at contactus@launceston.tas.gov.au, noting your preferred method of communication and contact details and a member of the team will be in touch.

Recruitment steps

1. Application received

- Former employees will be subject to relevant internal checks as part of the recruitment process

2. Shortlisting

- Shortlisted applicants will be contacted by telephone or email to arrange an interview.
- Unsuccessful candidates will be advised by email.

3. Interview

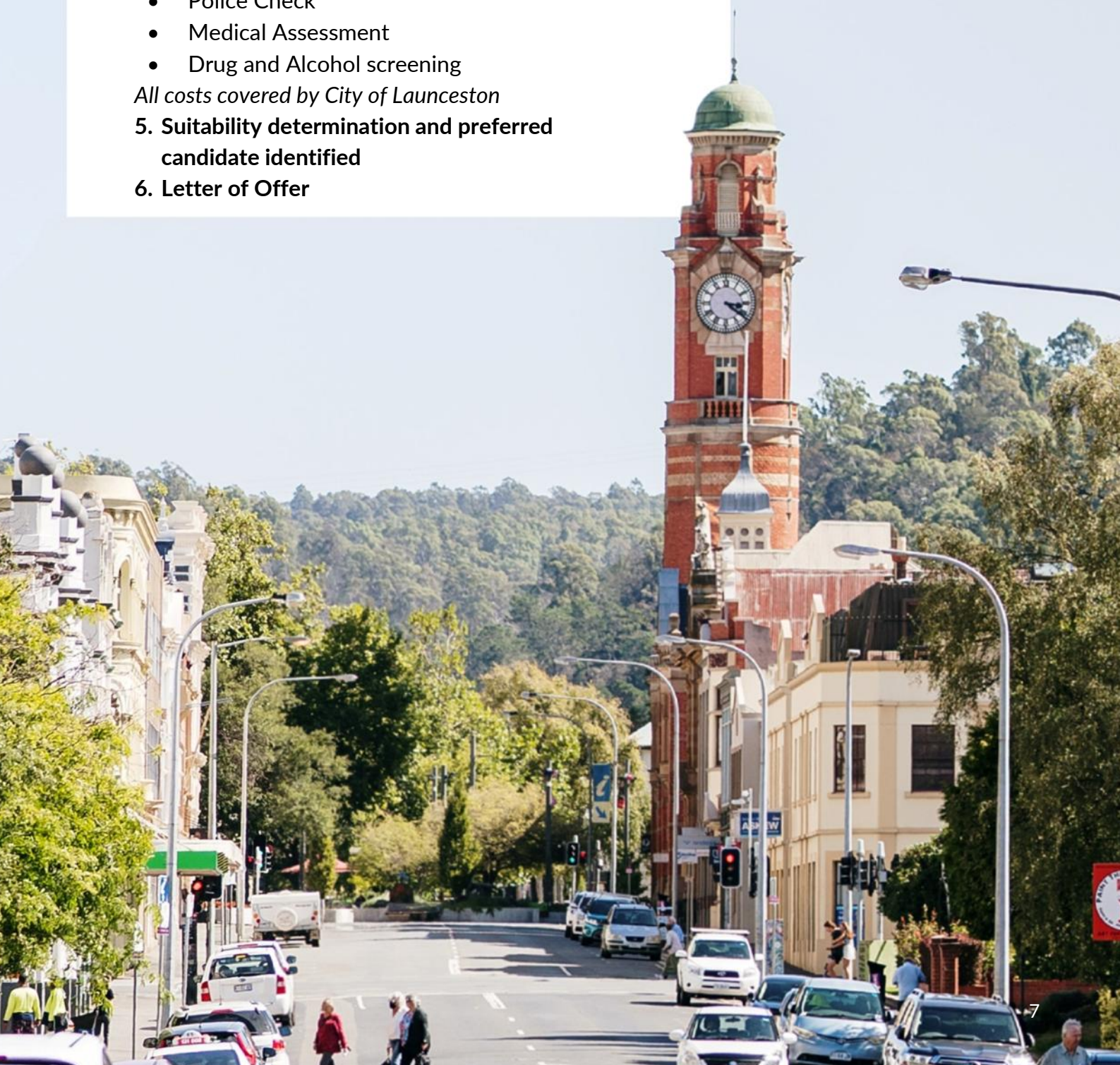
4. Pre-Employment Checks:

- Reference Check
- Police Check
- Medical Assessment
- Drug and Alcohol screening

All costs covered by City of Launceston

5. Suitability determination and preferred candidate identified

6. Letter of Offer



General conditions of employment

Position title	Senior Marketing and Communications Officer
Employment terms	Temporary full time December 2026 to December 2027
Working pattern	4-day compressed week or 9-day fortnight, subject to operational requirements. (76 hours per fortnight)
Total remuneration	\$100,167 - \$114,080 per annum*
	<i>*Total remuneration includes superannuation, as detailed below</i>
	Base salary \$89,235 - \$101,630
Superannuation	Employer contribution of 12.25%

Probationary period

All new employees covered by the City of Launceston Enterprise Agreement 2026 are subject to a three-month probationary period, which provides an opportunity for both you and the Council to assess your suitability for the role, including performance, behaviour and alignment with our Values. During this time, you will receive regular feedback and support. The probationary period may be extended by up to a further three months if required, in line with the Enterprise Agreement and Organisational Policy.

- **Annual leave:** employees are entitled to four weeks (pro-rata for part-time employees) annual leave per year, plus leave loading. Additional annual leave can be purchased or accessed at half pay.
- **Personal leave (for sick and carer's leave):** employees are entitled to 2 weeks (pro-rata for part-time employees) personal leave per year, if they are unable to attend work due to personal illness/injury or to provide care for a spouse/partner or immediate family member.
- **Paid parental leave:** employees are entitled to 14 weeks paid (or 28 weeks at half-pay) parental/adoption leave for the primary carer; two weeks paid leave for the secondary carer.
- **Long service leave:** long service leave applies after seven years continuous service.
- **Wellness leave:** two days of Wellness Leave for full-time employees (pro rata for part-time employees) that can be used in addition to personal/carers leave for the general health and wellbeing of employees
- **Additional leave:** full-day leave for Launceston Cup Day, end-of-year shutdown leave (or equivalent for essential workers), IVF Leave, Gender Affirmation Leave, and generous allowances and loadings for eligible work conditions.

The City of Launceston Enterprise Agreement 2026 is available [here](#)

The City of Launceston Leisure and Aquatic Centre Enterprise Agreement 2022 is available [here](#)

Position Description

PF NUMBER:		POS NUMBER:	POS1765
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POSITION TITLE:	Senior Marketing and Communications Officer
AWARD CLASSIFICATION:	Grade 5
EMPLOYEE:	
TEAM:	Visitor Experience QVMAG Connections and Liveability
REPORTS TO:	Team Leader, Visitor Experience
PREPARED BY:	Maddie Lawrence, Team Leader Visitor Experience
DATE:	September 2026

APPROVED BY:	
NAME:	Jonathan McBurnie
POSITION:	Director, QVMAG

POSITION PURPOSE (Why does this position exist)

Working closely with the Team Leader Visitor Experience, the Senior Marketing and Communications Officer operates with a high degree of professional autonomy and accountability, leading the delivery and execution of all marketing, media and communications activities for QVMAG.

Under the strategic direction of the Team Leader Visitor Experience, this senior role provides expert advice and guidance on all internal and external marketing, media and communications matters, ensuring communications are aligned with organisational objectives, brand standards and reputational risk management principles.

- The position is responsible for safeguarding and strengthening the QVMAG brand across a diverse range of channels, audiences and placements, maintaining brand integrity, consistency and compliance while proactively identifying and mitigating brand, reputational and communications risks.
- The Senior Marketing and Communications Officer leads the planning, coordination and delivery of integrated marketing, branding, media and promotional campaigns and projects that support QVMAG's exhibitions, programs, events and strategic priorities. The role oversees the QVMAG website, ensuring content, functionality, accessibility, user experience and design consistently reflect the institution's brand and quality standards.
- The position is also responsible for quality assurance of the QVMAG brand across digital and traditional communication channels, including social media, search engine marketing, advertising, media engagement, publications and promotional materials. In addition, the role develops and implements communication strategies, prepares reports, manages marketing-related funding and reporting obligations, and provides

expert advice to internal stakeholders to ensure all communications uphold brand rigour, minimise organisational risk and enhance the institution's public profile and reputation.

City of Launceston is a values-based organisation, which means that we employ people who share and display Our Values



Accountabilities	Activities/Tasks include:	Success looks like ...
General		
City of Launceston's Values	Behave in a way that supports the City of Launceston's values. • Our people matter • We care about our community • We bring an open mind • We go home safe and well	Demonstrates, through behaviour, an alignment to and an understanding of Our Values.
Technology	Use technology and information to maximise efficiency and effectiveness.	New and existing technologies are utilised effectively.
Collaborate	Work collaboratively within your team and across other teams. Support delivery of the Team's strategic and annual plan actions. Work with other teams as relevant to technical role accountabilities.	Actively participating in team meetings/toolbox meetings, by offering ideas and suggestions and providing feedback Collaborative opportunities are sought across teams
Innovation	Encourage and be proactive in developing a culture of introducing new and improved work practices and projects within your team and other teams.	Improved work practices and projects.
Technical		
Marketing, advertising and communications	Manages the development and delivery of marketing campaigns to raise awareness and increase engagement with QVMAG. Manages and oversees budget spend, tracking and ROI reporting for all QVMAG campaigns. Manages the implementation of marketing and communication efforts to promote temporary exhibitions, permanent galleries, public programs, events, and QVMAG's stories and content. Develops and manages a positive profile for QVMAG by preparing communications collateral as required including e-newsletters, print publications and digital promotions. Identify and resolve gaps in processes, skills, tools and campaign delivery and management	Appropriate strategies developed and implemented. Keeping to budget and managing campaign expectations. Manage budget spend and purchase orders for all campaigns. Effective communication of QVMAG key message/s to key audiences. An implemented marketing strategy for the institution Identify key campaigns required and oversee

Accountabilities	Activities/Tasks include:	Success looks like ...
	Report on marketing campaign performance to guide the development of strategies and evaluate the effectiveness of approaches used. Manage the development and delivery of all marketing materials and promotional assets for internal and external projects. Advise on and manage graphic design spend by the organisation for all marketing activations Maintenance of the official QVMAG Brand guidelines and supplementary documents Procure appropriate suppliers including photography, videography, signage, illustrations and animation. Manage, develop and deliver appropriate project briefs to external suppliers and partners. Drive innovation in marketing initiatives by exploring and integrating new approaches aimed at enhancing engagement with target audiences. Understands relevant legislation, legal and risk requirements for the effective implementation of the brand and marketing strategy, including compliance with all relevant government procedures.	development, delivery and reporting against strategy Ensure all marketing material, both internal and external are aligned to the QVMAG brand standards Ensure application of brand guidelines is followed on all occasions Successful development of assets via external suppliers through the development of project briefs. Procure new suppliers where required Successful management of stakeholder relationships with suppliers. Identifying and implementing trials of new approaches and measuring success before considering broader rollout. Insightful reporting to QVMAG Director and Team Leader that identifies issues, trends, opportunities and challenges as well as recommends actions Compliance with applicable requirements and risk mitigation.
Strategic Communications	Lead the development and implementation of QVMAG's Marketing, Brand and Communications Framework, specifically in relation to marketing and brand strategies. Manage the marketing channels of the organisation to ensure messaging to shared audiences is considered and planned to achieve maximum impact.	Appropriate input into development of strategy deployment and further development Work with the Team Leader in a collaborative manner to protect and enhance the brand's reputation amongst all audiences.

Accountabilities	Activities/Tasks include:	Success looks like ...
	Provide guidance and advice to other team members and departments	Support to the Leader, Marketing and Communications for all website and community campaign-based crisis/issue management needs. Support the Team Leader to plan and execute campaigns throughout the year to minimise audience fatigue and ensure effectiveness of all communications. Mentor other team members to improve their understanding of marketing and improve team capacity.
Channel management	Manage the activation of QVMAG social media and online platforms to promote temporary exhibitions, permanent galleries, public programs, events, and QVMAG's stories and content in collaboration with the Leader, Marketing and Communications. Manage social media and online channels of QVMAG and coordinate responses through the lens of brand and risk management principals Implement and monitor channel strategy. Keep abreast of social media and online platform trends, standards, and policies to embrace new developments and opportunities, and to ensure QVMAG complies with any platform policy changes.	A high quality presence on a range of social media and online platforms. Content reflects approved campaigns and brand tone. Continuous improvement and refinement based in real-time monitoring and reporting to improve marketing effectiveness. Responsive engagement and sound risk management applied. Effective content management and version management Content reflects approved campaigns and brand tone.
Website	Manage the QVMAG website to best-practice standards including ensuring all content is accurate, well structured, visually appealing, accessible and optimised for search engines.	Accurate, current and high-quality content. Growing site visits and page views.

Accountabilities	Activities/Tasks include:	Success looks like ...
	Work with the Leader, Marketing and Communications, manage the ongoing review of the QVMAG website including layout, structure, audit cycles, content and design quality, accessibility and additional widgets to assure it meets user and organisation needs. Liaise with internal stakeholders to seek contributions to the website, including content to support exhibitions and events. Lead the development and editing of promotional content for the website for the institution Prepare images and video for upload onto the website. Manage the QVMAG website content using the website's Content Management System. Oversight of delivery of campaign content to the website	Provide input on content updates. Analyse and interpret website data to gauge outcomes Assist with content updates when campaigns impact existing messaging or necessitate additional information being added Timeliness of updates with correct information
Reporting	Coordinates the preparation of regular reports on marketing and communication activities to assess the effectiveness and inform future activities. Coordination of social media and platform analytics, monitoring and reporting to measure the effectiveness of social media and other campaigns and to inform future campaigns. Coordination of web analytics, monitoring and reporting to measure the effectiveness of website content and to inform future development. Track and monitor campaign success and analytics for future campaign benchmarking purposes. Utilise past reporting and results to determine and advise on marketing campaign spend for future campaigns.	Accurate and current data that is easily accessed. Track and monitor campaign success and analytics for future campaign benchmarking purposes. Utilise past reporting and results to determine and advise on marketing campaign spend for future campaigns.
Policy and processes	Establish policies and/or processes that support effective organisational marketing.	Review and improve existing policies and processes to ensure they remain contemporary as well as

Accountabilities	Activities/Tasks include:	Success looks like ...
		implement new policies and processes to support contemporary marketing practices.
Projects	Carry out project work as requested by the Leader, Marketing and Communications	Projects are delivered successfully
Work Safely with a Duty of Care for fellow employees and ensure procedural compliance	Perform all work in a safe manner in accordance with the City of Launceston's WHS Policy and Procedures While at work, a worker must – (a) take reasonable care for his or her own health and safety; and (b) take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons; and (c) comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the person conducting the business or undertaking to allow the person to comply with this Act; and (d) cooperate with any reasonable policy or procedure of the person conducting the business or undertaking relating to health or safety at the workplace that has been notified to workers. (Section 28 Work Health & Safety Act 2012)	
Note: Whilst the key functions and responsibilities for the role are set out above, the Council may direct an employee to carry out such duties or tasks that are within the limits of the employee's skill, competence and training.		

SELECTION CRITERIA
POSITION REQUIREMENTS/COMPETENCIES
Organisational
- Community Focussed: considers community/customers in decision making - Communicate and Engage: demonstrates self-awareness & encourages open discussions & contributions from others - Create and Innovate: displays initiative & considers different ideas and perspectives - Safety Focussed: takes responsibility for own and team's health, well-being and self-care
Position Specific
- Excellent written and verbal communication skills - Ability to work autonomously and within a team - Strong skills with Microsoft office, content management systems and Adobe products (preferred)

POSITION QUALIFICATIONS AND EXPERIENCE	
Mandatory Qualifications / Licences/Registrations	
Working with Vulnerable People Check - Yes	
Class C drivers licence required - Yes	
Valid Working With Vulnerable People registration throughout employment	
Required Qualifications/Experience/Skills/Knowledge/capability	
- Tertiary qualification in marketing or related degree - Significant demonstrated marketing experience in a large and complex organisation - Demonstrated success in championing marketing best practice, encouraging employee and leader brand advocacy - Proven ability in developing and executing marketing campaigns that leverage brand strengths - Demonstrated experience in developing, measuring and interpreting brand and marketing metrics - Demonstrated experience managing highly complex portfolios of work, including balancing competing projects, priorities and deadlines - Excellent analytical, conceptual and problem solving skills - Demonstrated ability using market research and customer insights to guide marketing strategies - Proficiency in building and maintaining relationships with key stakeholders, focusing on collaborative success	

REPORTING STRUCTURE	
Leader	Team Leader, Visitor Experience
Direct Reports	Nil

KEY RELATIONSHIPS (External and Internal Customers, Supplier, Colleagues, etc)	
Internal	Nature of Relationships
Visitor Experience	Team member
Exhibitions and Programming	Stakeholder/Colleague
Collections	Stakeholder/Colleague
Business Support	Stakeholder/Colleague
Director	Liaison and collaboration as required
Executive Leaders	Liaison and collaboration as required
CoL Communications	Liaison and collaboration as required
External	Nature of Relationships
Media	Day-today liaison

External suppliers	Liaison as required
QVMAG Friends	Stakeholder
QVMAG Arts Foundation	Stakeholder
QVMAG Museum Governance Advisory Board	Stakeholder
QVMAG Aboriginal Reference Group	Stakeholder

DELEGATIONS & AUTHORISATIONS (Local Government Act, By-Laws etc)	
Purchasing Approvals	Limit \$5,000

Confidentiality

Employees are

- a) Able to access; or
- b) May be exposed in the course of performing their duties to information that may be related to individuals, organisations or the general dealings of the City of Launceston. Some of this information will be of a sensitive nature – either within or external to the organisation.

By accepting this position the employee undertakes:

- a) To keep all information that they are exposed to confidential during and after their period of employment with City of Launceston. Information should never be disclosed outside of the organisation and only be disclosed to other employees if there is a need within the context of the task being performed.
- b) To not access any information within the organisation's systems that is not directly relevant to their work.
- c) To abide by the requirements of the Confidentiality and Privacy clause of the relevant Enterprise Agreement.

OTHER RELEVANT INFORMATION
Expectations of a City of Launceston employee: • Have strategies in place to enhance their own health and well-being, manage stress and maintain professionalism; • Seeks feedback broadly and asks others for help with own development areas; and • Translates feedback into an opportunity to develop.

