

Position Description



Position Title	Senior Manager Brand, Marketing and Customer Strategy
Position No	00088246
Delegation Level	004
Job Designation	Manager
Organisational Unit	Brand & Marketing
Work Centre	Brisbane
Position Type	Permanent
Rail Safety Worker	No
Medical Fitness Standard	Refer to relevant business instructions.
Performance Plan Type	
Shiftworker	No
Classification (Range)	Contract
Pay Scale Type	Contract
Reports to Position	GSM Brand, Reputation & Corp Affairs

QUEENSLAND RAIL VALUES:

1 Queensland Rail - We do better together
Treat others with respect - We appreciate everyone's contributions and differences
Empower our people - We have confidence in our people
Act Safely - We work safe, to go home safe
Make a positive difference - We learn from today, to improve tomorrow

Position Purpose

Lead, build and maintain Queensland Rail's brand and reputation through the delivery of superior marketing and strategic customer engagement services for the business. Oversee the development and execution of strategic and integrated brand, marketing and strategic customer engagement plans, in accordance with Queensland Rail's purpose, vision, and strategic and operational objectives.

Position Responsibilities

1. Lead the Brand, Marketing and Customer Strategy team and foster a high-performance culture within the portfolio and function, drive continuous improvement and capability development ensuring they are responsive to the company's needs, creating and adding value.
2. Participate as a member of the management team to provide leadership relating to the development and implementation of strategic and integrated plans for the brand and marketing, community education, sponsorships and community partnerships, customer strategy and insights teams that advance Queensland Rail's purpose, vision, and strategic and operational objectives.
3. Provide guidance and act as the point of accountability for key issues and escalations relating to the brand, marketing and customer strategy team.
4. Lead and oversee the successful implementation of Queensland Rail's overall brand and marketing strategy for QR's products and services, working with key internal stakeholders to ensure the seamless and integrated execution of marketing campaigns, community education programs, and sponsorships and community partnerships.
5. Provide expert, strategic and tactical advice and services for the business, working collaboratively with the Executive Leadership Team, and other senior leaders, especially those within the Brand, Reputation and Corporate Affairs function

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6. Provide leadership, guidance and oversight to the brand, marketing and customer strategy 'centre of excellence' that provides superior professional services for the business, leveraging cross-functional collaboration and relationships with key external stakeholders, in particular the Department of Transport and Main Roads.
7. Lead and oversee the company's customer engagement and growth strategies, utilising customer insights and benchmarking data to shape brand identity, marketing initiatives and a unified brand voice.
8. Ensure customer insights and benchmarking data is used widely throughout the business to enable data-driven decision making to advance our vision to become a customer-centric, world-class railway.
9. Measure the success and impacts of marketing and customer engagement and growth strategies using key metrics and analytics to measure return on investment, including monitoring relationships with customers, the community and key internal and external stakeholders.

Additional Factors

The appointee will be required to :-

- Comply with Queensland Rail's Code of Conduct;
- Observe all legal and safety obligations of the organisation;

What is the key selection criteria

1. High level of skill in providing strategic leadership and management to drive strategic marketing, brand positioning, and customer engagement initiatives in a complex commercial environment.
2. Extensive knowledge in developing and executing enterprise-wide marketing, digital, and customer strategies that align with business objectives and enhance customer experience.
3. Extensive knowledge of customer insights, data analytics, and performance reporting to inform marketing strategies, improve service delivery, and drive commercial outcomes.
4. High level of communication, negotiation, and stakeholder engagement skills, with experience managing relationships across internal teams, government, media, and industry bodies.
5. High level of skill and demonstrated ability to lead content strategy, digital marketing, and social media campaigns that build brand reputation and drive customer engagement.
6. High-level problem-solving, analytical, and strategic thinking skills to navigate changing market dynamics and implement innovative brand and customer solutions.
7. Knowledge of and willingness to commit to and work within Queensland Rail's Values and Behaviours.

Pre-employment Checks:

Not Applicable

Health, Safety and Environment Responsibilities

Comply with the overarching document called Health, Safety and Environment Responsibilities MD-11-6843 located in the Safety and Environment Management System.

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Personal Protective Equipment needs:

Refer to relevant business instructions.

Safety Publications

Refer to relevant business instructions.

Please Note:

Queensland Rail has a random alcohol and other drug testing program.
Testing can occur anywhere, at any time, on any day.