

Position Description



Position Title	Senior Adviser Marketing
Position No	00076284
Delegation Level	006
Job Designation	Adviser
Organisational Unit	Brand and Marketing Brand, Marketing & Customer Strategy
Work Centre	Brisbane
Position Type	Permanent
Rail Safety Worker	No
Medical Fitness Standard	Refer to relevant business instructions.
Performance Plan Type	Tech Professional Expert
Shiftworker	No
Classification (Range)	AS6 .1 - AS6 .4
Pay Scale Type	ASPT
Reports to Position	Team Leader Brand and Marketing

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

The role provides highly-developed marketing advice and services to build awareness of Queensland Rail's brand, assists with the creation and development of marketing strategies, and execute marketing campaigns to achieve the organisation's objectives.

Position Responsibilities

1. Provide advice to internal and external stakeholders on marketing initiatives in a dynamic and fast-paced environment.
2. Support the Team Leader Brand & Marketing to develop, update and execute an integrated annual marketing plan and corporate marketing strategy.
3. Lead the development and implementation of marketing and safety campaigns to meet strategic business goals, including data analysis, strategy development and campaign execution.
4. Work collaboratively to drive alignment across marketing initiatives while providing mentorship and guidance to team members to support their professional development and capability growth.#
5. Gather market intelligence on relevant trends, strategies, and changing customer, stakeholder and safety opportunities.
6. Research, plan, design, and manage creation and development/design of collateral for marketing campaigns.
7. Manage budgets including pre/post campaign analysis.
8. Build and maintain productive working relationships with 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;

Position Description



What is the key selection criteria

1. High level of skill in the development and implementation of innovative and effective internal and external marketing plans, strategies and initiatives within a large and diverse organisation.
2. High level of knowledge of marketing best practices and principles.
3. High level of skill in media planning/buying, advertising, collateral and merchandise production.
4. High level of oral and written communication skills with particular focus on writing and/or editing marketing collateral for diverse audiences.
5. High level of skill using the Adobe Creative Suite, including Photoshop, Indesign and Illustrator.
6. High level of conceptual thinking, problem solving and decision making skills and implementing process improvement in a complex business environment.
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.

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.