

POSITION DESCRIPTION

Job Title	Marketing and Content Coordinator
Company	Opera Queensland
Location	South Bank, Brisbane
Reports to:	Marketing Manager

Primary Purpose of Role	
<p>The Marketing and Content Coordinator supports the delivery of Opera Queensland's marketing activity by coordinating campaign implementation, content creation and delivery, social media execution, media and PR activity, and reporting.</p> <p>Working within agreed plans and priorities, the role ensures marketing activity is executed accurately, on time and to standard, supporting audience engagement, ticket sales and organisational growth objectives. This includes the planning, creation and scheduling of digital content across social platforms and owned channels to strengthen brand presence and audience connection.</p> <p>This is a delivery-focused role, responsible for coordination and execution.</p>	

Values and Behaviours	
Creativity	We create opportunities for artists, a space to play, experiment and be ambitious. We embrace difference, take risks, inspiring the community to explore and imagine new possibilities.
Respect	Our relationships are built upon listening, empathy, trust and inclusiveness. Integrity is central to everything we do. We are accountable, committed and fair.
Collaboration	Opera is a multifaceted art form, requiring a myriad of different skills. Working with our partners generates new ideas and opportunities, enabling all to achieve more than we could alone.
Virtuosity	We are focused, rigorous and questioning. We are committed to the highest standard of excellence in our art and our business
Joy	We delight in our work. Joy and happiness are vital ingredients of what we do, create and give.

Key Responsibilities/Accountabilities	Performance Measures
<p>Campaign delivery and coordination</p> <ul style="list-style-type: none"> • Coordinate the delivery of approved marketing campaigns in line with agreed plans, briefs and schedules • Coordinate timelines, assets and workflows to ensure campaigns are delivered accurately and on time • Liaise with internal stakeholders and external suppliers to support campaign execution • Ensure all activity aligns with brand, messaging and approval processes 	<ul style="list-style-type: none"> • Timely and accurate delivery of marketing campaigns • Quality and accuracy of content and materials • Effective coordination with stakeholders
<p>Media and PR</p> <ul style="list-style-type: none"> • Implement PR activity in line with approved messaging and schedules • Coordinate media interviews, photoshoots and content delivery with external PR agencies • Assist with preparation of written content for media and communications purposes • Support earned media tracking and reporting 	<ul style="list-style-type: none"> • Accuracy and quality of PR materials • Timely coordination of media activity
<p>Content & collateral coordination</p> <ul style="list-style-type: none"> • Coordinate the creation and delivery of marketing collateral including copy, design, video and photography • Organise and support content shoots and asset production • Draft, edit and refine written content across a range of formats, ensuring clarity, tone and alignment with Opera Queensland's brand voice • Prepare and distribute amplification kits and campaign materials for internal and external use • Maintain and update website content, ensuring accuracy, relevance and timely publication of new information 	<ul style="list-style-type: none"> • Quality and accuracy of content • Adherence to brand and approvals • Timely delivery of materials
<p>Social, EDM & Digital Support</p> <ul style="list-style-type: none"> • Capture, create and publish engaging social media content across Opera Queensland's platforms, including Instagram, Facebook, TikTok and emerging channels as appropriate • Attend rehearsals, performances, events and behind-the-scenes moments to capture real-time, authentic and compelling content (video, photography and copy) • Generate creative content ideas aligned to campaign objectives, audience interests and cultural moments • Write clear, engaging and platform-appropriate copy for social media, EDMs and digital channels • Schedule and manage social media posts in line with integrated marketing plans 	<ul style="list-style-type: none"> • Timely execution of scheduled content • Accuracy and consistency across platforms • Quality and accuracy of content

Key Responsibilities/Accountabilities	Performance Measures
<ul style="list-style-type: none"> • Monitor comments, messages and engagement, escalating issues where required • Repurpose campaign content across platforms as directed • Coordinate and assist with EDM creation, ensuring accuracy of content and alignment with our brand • Support integrated digital campaign delivery 	
<p>Reporting & Administration</p> <ul style="list-style-type: none"> • Support campaign reporting and analysis as directed • Maintain use of project management tools and reporting systems • Assist with preparation of marketing materials for acquittals, funding applications and Board reporting • Monitor earned media activity and maintain records 	<ul style="list-style-type: none"> • Timely and accurate reporting support • Consistent use of project management systems

Travel and Outside Office Hours Work

Due to the nature of the organisation, it is a requirement of the position to attend and/or support events, productions, rehearsals and other business activities outside of normal office hours. This may include activities outside of Brisbane City including regional travel.

Experience/Qualifications

- Minimum 2 years of experience in a marketing coordination or communications role
- Tertiary qualifications in marketing, digital marketing, communications or equivalent
- Strong project coordination and organisational skills
- High attention to detail and ability to manage multiple tasks concurrently
- Strong written communication skills
- Excellent written communication skills, with the ability to adapt tone and style for different audiences, platforms and purposes
- Demonstrated ability to create engaging digital content, with a strong understanding of what resonates on social media platforms
- Creative thinking and a proactive approach to generating content ideas aligned to audience interests and cultural moments
- Experience capturing and producing content (video, photography and copy) for digital channels is highly regarded
- Experience working with digital platforms, social media and email marketing tools (Meta Ads Manager, Google Ads, Microsoft Dynamics 365 desirable but not essential)
- Experience in the arts or cultural sector desirable but not essential
- Willingness to learn and grow within a collaborative team environment

Direct Reports

- Nil

Key Relationships

- | | |
|-----------------|---|
| Internal | <ul style="list-style-type: none"> • Director of Marketing and Business Development • Senior Graphic Designer • CRM and Ticketing Coordinator • Programming and artistic team • Production, Finance and HR teams |
|-----------------|---|

External	<ul style="list-style-type: none">• External PR agencies / contractors• Media buying agencies, suppliers, contractors, OQ's presenting partner and venues
-----------------	--

Role description approved by	Executive Director
Date	15 April 2026