

Best of Queensland 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.

With a vision of **inspiring the world to experience the best address on earth**, TEQ is committed to working collaboratively with key stakeholders to grow the tourism and events industry in Queensland.

Purpose of the role

The Best of Queensland (BOQ) Specialist administers and oversees the Best of Queensland Experiences program including operator assessments, operator and industry communications, CRM platform and key partner liaison.

You will bring to the role

Must have	Great to have
<ul style="list-style-type: none">• Tertiary qualifications in tourism, business, marketing, or related discipline• Well-developed communication, collaboration and stakeholder engagement skills• Ability to lead and deliver innovative projects and assist to embed the change within an organisation• Ability to interpret research and strategic data and formulate action plans• Tourism marketing and development experience• Proven expertise in one or more of the following areas: project management, experience marketing, product development and stakeholder relationship management.• Ability to work independently and use initiative to progress project with limited operational guidance	<ul style="list-style-type: none">• Knowledge of Queensland and the tourism and events industry• Previous experience with digital systems including Customer Relationship Management Systems

What you will do

Accountability	Major Activities
Best of Queensland Experiences Program Development and Management	<ul style="list-style-type: none">▪ Work with the Experience Strategy Leader to develop a long-term strategy and plan for the BOQE program to continually respond to consumer needs and expectations▪ Work with the Experience Strategy Leader to develop a framework to measure the success of the BOQE program and its impact on Queensland's strategic objectives▪ Provide input and advise TEQ teams on the embedding and application of the BOQE program within Marketing, Partnerships and Event based plans and activity

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	<ul style="list-style-type: none"> ▪ Provide input and advise external stakeholders on the embedding and application of the BOQE program within programs such as the Capability Development Programs lead by QTIC and Department of Innovation, Tourism Industry Development and the Commonwealth Games ▪ Lead and manage the day-to-day operation and implementation of the Best of Queensland Experiences Program including the delivery of the annual assessment
<p>Best of Queensland Experiences Communications</p>	<ul style="list-style-type: none"> ▪ Oversee the creation and development of all communications to BOQE Operators, Industry and relevant stakeholders ▪ Manage the budget for BOQE communications, program messaging, PR and stakeholder engagement
<p>Best of Queensland Experiences CRM</p>	<ul style="list-style-type: none"> ▪ Administer and manage the Best of Queensland Experiences CRM to ensure it is optimised and maintain the integrity of information. ▪ Analyse and interpret the data within the BOQE CRM to provide insights and input to the organisation around the opportunity to continuously evolve the BOQE program in alignment with consumer needs and expectations ▪ Maintain a regular reporting cadence/dashboard on the BOQE Program that can be distributed across stakeholder and interest groups ▪ Manage the extract and leverage of data within the CRM for the purpose of communications and analysis ▪ Be the TEQ expert and key liaison point for industry partners and TEQ staff on the BOQE program ▪ Work with key teams across TEQ to develop engaging content to communicate to industry based on information and insights harvested from the program ▪ Work with the Information Technology Services Team to ensure Marketing staff are trained on the use of the CRM system and the CRM system meets the needs of staff to identify the Best of Queensland Experiences
<p>Support the development and implementation of experience focused projects</p>	<ul style="list-style-type: none"> ▪ Continually develop specialist knowledge of customer experience best practices in alignment with consumer needs, experience development and marketing via use of research and trends, and industry and TEQ intelligence ▪ Ensure both the whole of state and experience focus is fed into relevant strategic plans and outcomes as appropriate. ▪ Contribute to the development and review of policy, guidelines, submissions and standards as they relate to your tourism projects. ▪ Interpret research and strategic data and provide insights in the specific areas of experience development and marketing, product development and customer experience best practices in alignment with consumer needs ▪ Establish effective working relationships with internal and external stakeholders to ensure two-way feedback relating to

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	experience development and marketing projects and opportunities.
Other Duties	<ul style="list-style-type: none"> ▪ Other duties as directed ▪ Ensure tasks undertaken adhere to all TEQ's policies, procedures and guidelines.

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"> • Takes on more responsibility when initiatives are likely to impact team • Solutions focused when managing obstacles to change • Considers stakeholders who may be affected by the change
<u>Driven to Optimise</u> Leverage commercial opportunities that benefit TEQ	<ul style="list-style-type: none"> • Explores other organisations and industry to identify opportunities that may transform TEQ's thinking and success. • Uses a variety of thinking and analysis techniques to identify opportunities for TEQ. • Lobbies strong commercial opportunities with stakeholders and creates a clear picture of desired outcomes.
<u>Focussed on the Greater Good</u> Strengthening TEQ's outcomes and partnerships with a genuine focus on the greater good	<ul style="list-style-type: none"> • Contributes to opportunities that drive greater outcomes for industry. • Tactfully challenges practices or situations to improve TEQ's potential to deliver value
<u>Innovative</u> Seeking ways to create efficiency and new methods that benefit TEQ and stakeholders	<ul style="list-style-type: none"> • Encourages team to explore improvement opportunities by celebrating peer success • Critically evaluates ideas to inform the feasibility of opportunities that create value. • Focuses on "whole of system" when exploring options or alternatives to create value or efficiency.
<u>Results Oriented</u> Solutions focused outcomes for self, team, TEQ and industry success	<ul style="list-style-type: none"> • Develops clear and practical plans that link with TEQ strategy and cover appropriate level of detail. • Proactively identifies obstacles and applies industry knowledge to develop workable tactics to resolve. • Delivery of responsibilities in a timely manner and to high standard. • Timely response to unexpected challenges.

About the role

Position title:	Best of Queensland Experience Specialist
Level:	Level 6
Group:	Marketing
Team:	Strategy, Innovation and Performance

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Location: Brisbane
Reports to: Marketing Strategy, Innovation and Performance Director
Direct reports: Nil
Key Stakeholders: All TEQ departments, RTOs and Tourism Australia