Queensland Unions

Position Description

Executive Director – Campaigns, Media and Communications

Title	**Executive Director – Campaigns, Media and Communications**
Reports to	**General Secretary**
Direct Reports	**Four campaigns, media and communications staff**
Salary Range	**$165,000 - $175,000 subject to experience, plus 15% superannuation**
Location	**Brisbane, with statewide travel as required**

About Queensland Unions

The Queensland Council of Unions (QCU) is the peak body for trade unions in Queensland, representing 25 affiliated unions and 400,000 workers across the state.

QCU leads and supports Queensland unions to achieve social and economic justice for working people. We provide leadership, advocacy and coordination on the economic, industrial, workplace safety and social issues that affect workers, their families and communities.

We work with affiliated unions to build worker power, defend and improve wages, conditions and safety, and ensure Queensland workers have a strong voice in public debate and decision-making.

Role Purpose

The Executive Director – Campaigns, Media and Communications is a new position to provide strategic leadership for QCU's whole of organisation campaigning, public affairs, media, digital communications, publications and brand.

As a senior member of QCU's leadership team, the purpose of this role is to:

- build the public voice and influence of Queensland unions;
- support affiliates to campaign effectively; and
- translate QCU's industrial, social, economic and workplace-safety priorities into compelling campaigns and communications that mobilise workers and influence decision-makers.

The role will ensure QCU campaigns are worker led, strategically disciplined and outcomes focused, advancing QCU's purpose of leading unions to achieve social and economic justice for Queensland workers.

Key responsibilities

Strategic campaigns and public affairs

- Lead the development, delivery and evaluation of integrated statewide campaigns on QCU priorities, including workplace rights, wages, safety, workers' compensation, gender equity, skilled migration, public services and social justice.
- Develop campaign strategies that combine organising, affiliate engagement, research, public advocacy, media, digital communications, advertising, events and political engagement.
- Identify emerging political, industrial and community issues and provide timely strategic advice to the General Secretary and QCU leadership.
- Build QCU's capacity to influence government, employers, business groups, media and the broader Queensland community.
- Ensure campaign objectives, audiences, messages, tactics, timelines, budgets, risks and measures of success are clearly defined and regularly reviewed.
- Work closely with affiliated unions to coordinate shared campaign priorities, maximise collective impact and strengthen union movement capacity.

Media and communications

- Lead QCU's media strategy and oversee proactive and reactive media engagement, including media releases, opinion pieces, speeches, briefings, interviews and crisis communications.
- Build and protect QCU's public profile as a credible, trusted and influential advocate for Queensland workers.
- Provide high level communications advice, briefing and support to the General Secretary.
- Oversee the development of persuasive, accessible and accurate communications across print, broadcast, digital, social media, video, advertising, publications and events.
- Ensure communications reflect worker experience and elevate the voices of women, First Nations workers, culturally and racially diverse workers, young workers, LGBTIQ workers and workers in regional Queensland.
- Maintain a strong and consistent QCU brand, visual identity and editorial standard.

Digital engagement and content

- Lead QCU's digital communications and social media strategy to grow reach, engagement and worker mobilisation.
- Oversee the production of high quality campaign content, including worker stories, videos, graphics, digital advertising, newsletters, websites, publications and campaign resources.
- Use audience insights, analytics and testing to improve campaign performance and communications effectiveness.
- Ensure digital channels are timely, accessible, secure and aligned with QCU's strategic priorities.

Leadership and management

- Lead, mentor and develop the Campaigns, Media and Communications team, fostering a collaborative, creative, high performing and accountable culture.
- Set clear work priorities and performance expectations and ensure effective coordination across QCU programs and functions.

- Manage relevant budgets, suppliers, contractors, agencies and campaign resources responsibly and transparently.
- Build strong working relationships across QCU, affiliated unions, the ACTU, community organisations, researchers, advocates and other stakeholders.
- Contribute as a member of QCU's senior leadership team to organisational strategy, planning, governance, risk management and continuous improvement.

Governance, reporting and accountability

- Prepare clear reports, campaign updates, communications plans and recommendations for the General Secretary, Management Committee, Executive and affiliates as required.
- Ensure campaign and communications activities comply with relevant legal, industrial, electoral, privacy, copyright, defamation and organisational requirements.
- Maintain appropriate records, evaluate outcomes and identify lessons to strengthen future campaigns and communications.
- Exercise sound judgement in managing sensitive matters, reputational risk and fast moving public issues.

Key relationships

Internal

- General Secretary
- QCU Management Committee and Executive
- QCU program directors, officers and staff
- Affiliated unions

External

- Media outlets, journalists and communications agencies
- Government, opposition and crossbench representatives
- ACTU and other state and territory union councils
- Community, advocacy and industry organisations
- Researchers, campaign partners and service providers

Selection criteria

1) Demonstrated senior experience leading successful public, political, industrial, issue-based or community campaigns, including the development and delivery of integrated strategies across media, digital, organising, advertising, research and stakeholder engagement.
2) High-level media and communications expertise, including media relations, message development, speechwriting, crisis communications and digital communications.
3) Strong understanding of the Queensland political, industrial and media environment, with the strategic judgement to identify and respond to emerging opportunities, risks and fast-moving issues.
4) Proven ability to lead, develop and manage a multidisciplinary team, including setting priorities, managing performance, building capability and fostering a collaborative, high-performing culture.
5) Exceptional written and verbal communication and relationship-management skills, including the ability to communicate complex issues clearly and persuasively and build effective relationships with unions, workers, government, media, community organisations and other stakeholders.

6) Demonstrated commitment to the values of the trade union movement and advancing social and economic justice for working people, together with experience in budget management, project planning, reporting, evaluation and risk management.

Qualifications

Relevant tertiary qualifications in communications, journalism, public relations, political science, industrial relations, campaign strategy or a related field are desirable. Equivalent experience will be considered.

Other requirements

- Commitment to QCU's values, policies and commitment to equity, diversity, inclusion and cultural safety.
- Capacity to work outside ordinary hours and undertake interstate or regional travel when required.
- A current Queensland driver licence is desirable.