

QMF:

Position Description

Position	Chief Executive Officer
Company	Queensland Music Festival Pty Ltd
Location	5/144 Montague Road, West End, 4101
Reports to	QMF Board
Reports	Direct: Chief Operating Officer (1) Indirect reports: 29
Department	Executive
Employment status	Fixed term (3 years), full-time

Background

QMF is a strategic music agency, supporting Queensland communities by designing, delivering and promoting cultural opportunities and new solutions to social, cultural, and economic challenges. In 2023, QMF launched *Qld Music Trails*, a world-first music tourism initiative, part-funded by the Queensland Department of Tourism, Innovation and Sport. The Qld Music Trails are the current major focus of QMF's work, delivering driveable itineraries of bespoke, placemaking music events, designed to disperse and extend visitation to our diverse regional communities, and drive cultural, economic, and social outcomes for those communities.

Purpose

QMF's purpose, as defined in its Constitution, is to enhance and showcase the rich cultural life of Queensland through music, by:

- engaging communities throughout Queensland in collaborative processes of social, economic and cultural development that draw on the unique power of music to create measurable outcomes;
- elevating the cultural identity of Queensland through the co-creation of iconic, placemaking music events across the State;
- facilitating collaboration between relevant arts sector organisations and individuals to deliver QMF's objectives, in a manner that is high-quality, cost effective and aligned to community aspirations;
- effectively operating the Queensland Music Festival Fund; and
- undertaking and pursuing all such other similar, related or compatible charitable objects as may from time to time be considered appropriate by the organisation.

Vision

QMF's vision is that by 2032, Qld Music Trails will be an essential part of the state's tourism ecosystem, and a key offering to international visitors, including during the Olympic Games in 2032.

Values

QMF is built on lived values:

- Courage – to persist with challenges that come with trying to make a difference.
- Impact – to concentrate our efforts on actions that make a positive difference.
- Integrity – to be united and consistent in our efforts to be in right relationship with others.

QMF:

Position Purpose/Objective

The QMF Chief Executive Officer holds a key leadership role in the Queensland arts and cultural tourism sector. The role is responsible for implementing the objectives and purpose of the company and leading the strategic direction and sustainable growth of QMF, engaging employees and stakeholders with the vision and establishing QMF's role as the partner of choice in the delivery of world class musical tourism experiences in Queensland.

Responsibilities

Area	Responsibilities
Strategy	<ul style="list-style-type: none"> Engage with the Board to identify QMF's strategic direction and priorities. Embed the purpose, mission and values in the development of strategic goals, and ensure they remain relevant to developments in the sector, respond to changes in market dynamics, and enhance QMF's position in the arts and cultural tourism ecosystem. Lead the delivery of strategic plans and initiatives, ensuring QMF programs are financially and operationally sustainable.
Programming and Impact	<ul style="list-style-type: none"> Deliver artistic programming across Queensland that is viable, vibrant, and diverse, generating opportunities for Queensland and regional artists and other related occupations, delivering value to stakeholders. Collaborate with community partners, cultural organisations, and artists to co-design and deliver artistically dynamic and inclusive programs that showcase, amplify and enhance the cultural identity and creative capacity of each QMT location, and maximise long-term cultural, social, and economic outcomes. Measure the impact of QMF activity and collaborations.
Partnerships, Collaborations and Advocacy	<ul style="list-style-type: none"> Lead with an engaged, authoritative, and inspirational voice, as an advocate for the arts and cultural tourism sectors for regional Queensland, with an emphasis on constructive partnerships. Cultivate and sustain trusted and collaborative relationships with stakeholders, including government agencies, local communities, cultural organisations, artists, philanthropic and corporate supporters and tourism partners to support QMF's role as a leading organisation in the sector.
Funding	<ul style="list-style-type: none"> Develop and implement diversified business development strategies to sustainably fund QMF programs, including identifying and pursuing funding opportunities, partnerships, sponsorships, philanthropy, and commercial revenue streams. Work with the Board and Executive team to maximise QMF's influence and fundraising capacity by broadening and deepening government, artistic, corporate, philanthropic, community and supplier relationships.
Leadership	<ul style="list-style-type: none"> Lead a safe, respectful and responsible workplace that engenders a dynamic, energetic, collaborative and performance-oriented workplace culture, ensuring that expectations of professional behaviour are clear to all members of the QMF team. Act as a role model and champion of QMF's values, and coach and develop the employees of QMF. Ensure good practice in all people related activities, including Human Resources and WHS, and compliance with all related policies and legal obligations. Ensure regular reporting to stakeholders and other relevant parties on the organisation's performance and achievements.
Financial	<ul style="list-style-type: none"> Ensure that operations are consistent with approved budget parameters and financial management policies set by the Board, ensuring financial sustainability and responsible resource allocation.

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	<ul style="list-style-type: none"> Ensure the maintenance of accurate, timely and rigorous financial and performance records, as required to meet Government, stakeholder, Board, funding authority and audit requirements.
Governance and Risk	<ul style="list-style-type: none"> Ensure compliance with all necessary requirements of statutory and regulatory frameworks as are relevant to the entity's role and operations. Manage QMF's risk management practice and approach within the parameters set by the Board, implementing measures to mitigate potential challenges and maintain risk response planning. Ensure that the Board is kept informed of the general operations and management of the organisation and its staff, significant policy and legal issues affecting the organisation and financial issues in accordance with the constitution and other legal obligations.
Other	<ul style="list-style-type: none"> Brisbane based. Requirement to travel to meet the requirements of the position, including to regional communities. Requirement to work evenings and weekends to attend various QMF related and other events.

Key Selection Criteria

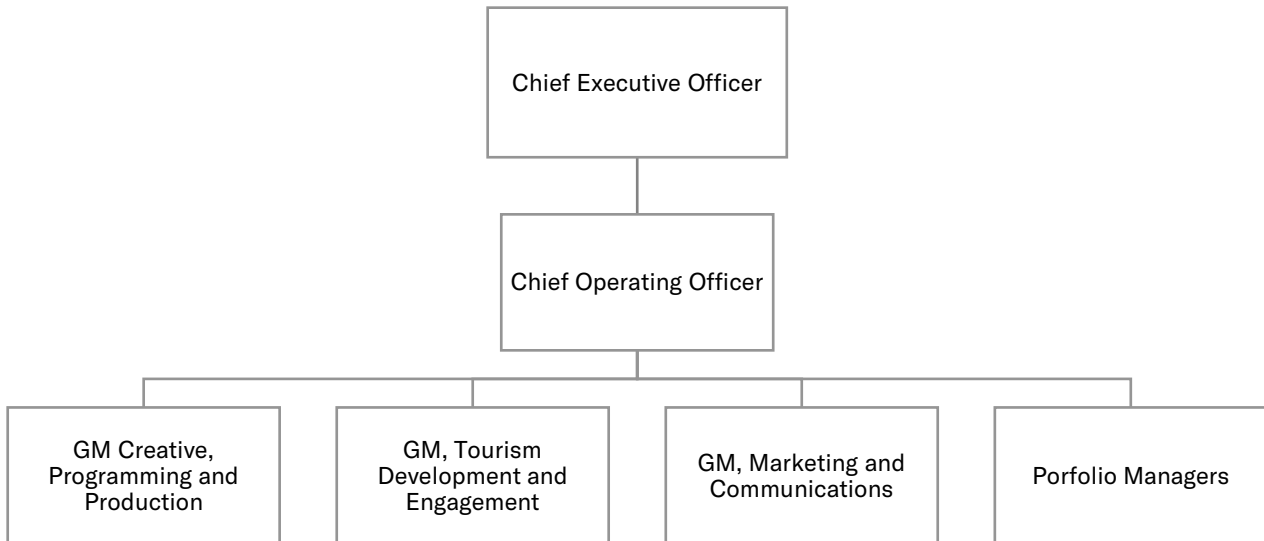
Experience in strategic and business planning, demonstrating clear direction and decision-making that reinforces the organisation's purpose and values.
Knowledge of the local, regional and national arts and tourism industry landscape, understanding of cultural tourism, trends and innovations in the sector.
Experience in leading and driving collaborations, co-design and development of engaging audience experiences and activities through innovative cultural and capacity building programs that provide measurable social, cultural, and economic outcomes to communities and other stakeholders.
Experience in working in regional communities, with knowledge of respectful and inclusive practices for engaging diverse cultures and differing community interests, with an emphasis on First Nations stakeholder engagement.
Proven record in building and maintaining successful relationships across government, community, commercial businesses, philanthropic organisations and the arts industry. Demonstrated strategic thinking, personal leadership qualities, and political acumen required to navigate and negotiate complex partnerships and collaborations.
Excellent communication skills and proven ability to advocate for the interests of the organisation and engage in policy and strategy discussions with government, artistic, corporate, philanthropic, community and other stakeholders.
Significant experience in identifying and pursuing opportunities for sustainable growth of funding and philanthropic support and diversified commercial revenue generation.
Proven track record in executive or leadership roles, ideally in the music, arts or tourism industry, with a demonstrated focus on developing an exceptional workplace culture.
Experience leading across a geographically dispersed and varied group of stakeholders.
Well-developed management and organisational skills, including demonstrated experience in leading a high-performing SME, arts organisation, not-for-profit or profit-for-purpose commercial organisation.
Demonstrated experience in successful financial management of complex budgets.

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Tertiary studies or equivalent experience in arts management, business administration, or other relevant field.

Knowledge of responsible and sustainable tourism practices, considering environmental and cultural impacts, is desirable.

Reporting Relationships *please note, structural review currently underway indicates likely changes to this Organisational Chart



Key Stakeholders

Internal	External
Board of Directors	Arts Queensland
Direct Reports	Queensland State Government
QMF employees	DTIS/TEQ
	RTOs
	Regional Councils and Regional Organisations of Councils
	Communities/community members
	Brisbane City Council
	Creative Australia
	Partners

Approval and review

Version 3	January 2024
Approval	QMF Board
Review	February 2025