

Queensland Airports Limited Position Description



Our Vision defines our purpose. Our seven value drivers guide our strategic direction. Within each driver are strategies to deliver our goals and realise our vision. These strategies drive our existing business and underpin any acquisitions. Our Values influence the right behaviours when making decisions to achieve our Vision.

Position Title: Senior Manager Digital
Location: Gold Coast
Department: Commercial Revenue
Reports to: Chief Commercial Officer
Reporting to this position: TBA

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1.1	18/12/2024	Chief Commercial Officer

Position Purpose

This position reports directly to the Chief Commercial Officer and carries cross-functional responsibilities within the QAL business. The primary objective of this role is to oversee the digital assets of the commercial portfolio and drive revenue generation from these assets. Collaboration with teams such as Technology, Commercial Revenue, Marketing, Procurement and Business Intelligence is essential. The initial focus of this role will be on developing strategies and resources, identifying opportunities for further investment and resource allocation. This includes evaluating the composition of the Digital team and determining the appropriate balance between in-house and outsourced resources, as agreed upon with key stakeholders.

Position Requirements

Objective 1: Key Focus Areas

- **CMS and Website Program Management**
 - Lead the implementation of the CMS and Website Program, ensuring the successful launch of five new Queensland Airport websites.
- **Vendor Selection and Management**
 - Collaborate with the Technology team and partner across Marketing, Commercial Revenue, Customer Experience, Data, Operations, Procurement and Technology to select, onboard, and manage digital vendors.
 - Uphold vendors to agreed KPIs and contractual commitments, ensuring their contributions support business goals and drive results.
- **Digital Strategy and Commercial Pipeline Management**
 - Contribute to and/or facilitate the creation of business cases for digital, data, commercial revenue, and marketing initiatives by leveraging insights from the 2025 Commercial Digital Strategy.
 - Work closely with partners in Commercial Revenue, Marketing, Technology, Procurement and Business Intelligence to define and prioritise digital solutions for QAL

Objective 2: Responsibilities

- Lead delivery of new CMS project across five websites
- Drive digital innovation across the QAL business
- Work cross functionally and with external partners to ensure targets are defined for key activities, and effective benchmarks established
- Plan, develop, and implement digital reporting tools with clear objective tracking. Ensure robust measurement plans are set up for digital commerce (i.e. carpark), digital media, social marketing and retail marketing activities
- Leadership in creating a digital-first culture where digital results are understood and celebrated by stakeholders

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- Plan, develop, and implement a refreshed digital ecosystem, including establishment of leading practices in digital accessibility
- Ensure project governance and reporting process is adhered to, including accurate and timely management of action, decision, change and risk registers
- Support digital and content planning to ensure content delivers appropriate returns and builds audience and share of wallet
- Working with the Business Intelligence team to provide input for QAL’s data strategy, and ensuring alignment to the digital transformation strategy and business requirements

Objective 3: Project Participation / Innovation / Continuous Improvement

- Build strong working relationships with internal and external stakeholders
- Effort is made to continuously maintain and improve the quality of WH&S procedures and tools for the site
- Actively engage and participate in all projects
- Continually strive to improve all processes, procedures and systems to enhance workplace efficiencies

Objective 4: Workplace Health & Safety, Environmental and Aviation Safety & Security

- Take reasonable care for your health and safety
- Take reasonable care for the health and safety of others including the implementation of risk control measures within your control to prevent injuries or illnesses
- Comply with any reasonable instruction in relation to WHS by the Company
- Co-operate with any reasonable policies and procedures of the QAL and associated entities including the reporting of hazards or incidents via the QAL reporting process
- All compliance requirements (e.g. legislative, policies, procedures) adhered to
- Other responsibilities as outlined in the QAL WHS management system
- Adhere to the locations Environmental Management System (EMS) as relevant to your work activities
- Attend EMS related training
- Adhere to relevant aviation safety and security requirements

Behavioural Expectations for all QAL Employees

QAL employees expected to demonstrate behaviour which is aligned to our core values:

Authentic

- We are true to ourselves and our communities.
- We build genuine connections and deliver on our promises with integrity.

Brave

- We dare to be different and inspire change.
- We pursue new opportunities with courage and challenge the status quo.

Inclusive

- We celebrate difference and empower one another.

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- We value every perspective and recognise that diversity makes us stronger.

Responsible

- We lead the way with purpose.
- We are accountable for our decisions.

Behavioural Objectives

Whether a team member without direct reports or an executive running a division, all employees at QAL lead in one way or another. They may lead self, lead others or lead business. As such within the Performance Conversations set each year, managers will seek to set clear behavioural expectations for your specific role on the year ahead. As a minimum expectation your role is expected to demonstrate the following behaviours away when carrying out the role objectives:

Senior Manager

- Role model the QAL Values
- Establish and maintain strong relationships with internal and external stakeholders
- Demonstrate proactive, positive involvement as part of the team
- Provide clear expectations through setting individual and team goals
- Give regular feedback and recognition to employees for high performance
- Maximise development, performance, engagement and retention of team
- Communicate regularly to the team on what is going on in the business
- Display inclusive leadership and leverage the diverse mix of the team’s strengths and talents
- Lead the delivery of business strategy and projects
- Manage the budget and required financial requirements
- Ensure compliance and all regulatory obligations are met by the team
- Promote innovation, teamwork and cross company exchange of ideas for shareholder value i.e. revenue & customer excellence
- Support the delivery of ESG

Key Stakeholders

Internal: Commercial Revenue, Marketing, Business Intelligence and Treasury, Technology

External: Vendors, Terminal Partners and Stakeholders

Key Capabilities Required to Perform Role

To be successful in this role, you will have:

- ~10 years’ experience in Digital, including senior leadership and strategy development
- Expert knowledge of digital reporting systems, tools and practices
- Demonstrated knowledge of CMS and website management tools
- Although this is not a digital marketing role, experience in marketing and CX measurement is essential

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- Understanding and experience with booking engines, payment gateways and front-end development
- Experience in developing and managing measurement & optimisation frameworks
- Experience with Marketing Data management platforms and tools (Google, Adobe etc)
- Experience in the definition and use of 1st party customer data for marketing campaign execution and reporting
- Expertise in the measurement of personalisation use cases in digital channels
- Expertise working with and processing structured and unstructured data
- Strong cross functional stakeholder management and ability to influence decision making
- Strong presentation, influencing and communication skills
- Experience across the full software delivery life cycle (planning, analysis, design, implementation, testing, deployment, and maintenance), including CI/CD pipelines.
- Experience working with diverse teams from development, testing, security, architecture, infrastructure to business and management
- Aviation/tourism/retail experience desirable but not required

Physical Demands:

- Must be able to perform the required physical and psychological demands of the role.

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ACKNOWLEDGMENT

I acknowledge that I have read and understood the key result areas described in this Role Description and agree to carry out my duties and responsibilities to the best of my ability. I assert that there are no limitations on my ability to fully perform the position for the company. I also understand that at times I may be required to undertake other duties relevant to the position that are not listed in this statement. I acknowledge my employer’s right to alter this Role Description from time to time in accordance with company requirements.

Name

Date

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