

Media Lead

About the Role

You will be a driven, high-performing media and content expert who is passionate about sharing GIICA's vision, objectives, and projects, as well as our infrastructure legacy, with all Queenslanders, Australians, and the international community.

You will have the experience to navigate challenging reactive media and crisis communications, develop and deliver proactive media strategies, campaigns, and opportunities. You will possess the skill to distil intricate processes into compelling stories, thoughtfully tailoring content for diverse platforms and audiences. Working across a multidisciplinary team, you will identify opportunities, develop talent and skills with colleagues, and be able to measure impact and adjust content accordingly.

You will embrace a digital-first mindset, follow online trends to drive engagement, and share knowledge and skills with the team and across the business to lift capability and distribute content creation across all mediums.

You will work collaboratively with a complex network of partners, including Ministerial Offices, all levels of government, stakeholders, and contractors. You will have the ability to build and nurture positive working relationships with media and key partners across all platforms, nationally and internationally.

You will have experience supporting Ministers, CEOs, and executives with media packs, event packs and presentations, and providing media advice and support.

About the Authority

The Games Independent Infrastructure and Coordination Authority (GIICA) is laying the foundations for the 2032 Olympic and Paralympic Games and beyond.

Hosting the world's largest sporting celebration is a privilege that will define Queensland for the rest of the 21st century, driving economic growth, sustainability, connectivity, and healthier, more-inclusive communities.

GIICA will deliver 17 new and upgraded venues, from Brisbane's Main Stadium to key sporting infrastructure across the state.

We are building a legacy that transcends the Games, transforming Queensland to ensure we thrive on the world stage showcasing our vision, culture and lifestyle.

GIICA is committed to delivering exceptional service and accelerating our state's transformation by bringing together communities, industries and governments.

We are ensuring every project we deliver for the world's largest sporting celebration is making a transformational difference to the Queensland community.

About your Responsibilities

- Lead proactive and reactive media for the Authority, providing strategic advice on narrative and managing media interactions, requests, written responses, issues, and crisis communication across various channels. This includes writing speeches and talking points for the Board of Directors, CEO, and senior executives, ensuring alignment with the Authority's strategic narrative and tailored to diverse audiences and high-profile events.
- Oversee the delivery of all media activities, incorporating press, broadcast, online, and social media, as well as media monitoring and reporting.
- Build the Authority's narrative through maintaining and sharing consistent key messages, creating engaging content across a variety of platforms, and by leveraging partnerships and endorsement.
- Enhance the Authority's reputation as the lead agency for delivering Games venues and legacy, through professional relationships with media, partners, stakeholders and internal and external clients.
- Drive continuous improvement and anticipate emerging technologies to ensure best-practice communication across all communication channels.
- Provide input into the planning and delivery of key strategic and operational plans and assets to support the work of the Authority and broader government.
- Actively demonstrate leadership, a truly collaborative and a commitment to teamwork, developing high performing capability and an engaged team culture.

About You

- Possession of relevant tertiary qualifications in communication, marketing, public relations or a related discipline, or equivalent experience, will be highly regarded.
- Ability to lead strategically and proactively manage issues and drive opportunities in a complex environment.
- Understanding of the media landscape is highly advantageous.
- Experience in managing a multifaceted network of stakeholders, ideally within an infrastructure, Games, sporting or political arena.
- Experience working with a small and multi-faceted high performing team, focused on meeting deliverables while fostering an environment in which team members thrive.
- Embraces change and continuous improvement with focus and optimism in an environment of complexity and ambiguity.

About our Workplace

We are inclusive. We are committed to building an inclusive culture that respects and promotes human rights and diversity. We foster a respectful workplace culture that is free from all forms of harassment, workplace bullying, discrimination and violence. We are an inclusive, equal employment opportunity employer. We encourage applicants who represent Aboriginal and Torres Strait Islander peoples, all genders, ethnicities, ages, languages, sexual orientations, and people with disability or family responsibilities to apply.

We are solutions focused. Our work is fast paced and often complex. Decision making, problem solving and dealing with ambiguity are key components of what we do. Our team's ability to assess risk and apply sound judgement is critical to our success.

We are agile. As a newly formed independent statutory authority, our team can help establish tailored best-practice processes and contribute to our state's future. Team members' roles and responsibilities may evolve over time. Our team's willingness to be agile and undertake any work that may reasonably be expected is critical.

We offer unique experiences. The work we do is unique and a once-in-a-lifetime opportunity. With professional development opportunities embedded in what we do, our workforce can grow skills and capabilities on the journey with us.

How to apply

Please submit your application to careers@giica.au with "Media Lead" in the subject line. In your application please include:

- Your current CV
- 1 page cover letter outlining your relevant experience in similar roles, and how you believe you are suitable for this position. Please also confirm your current notice period.

Applications close Wednesday 29 October 2025, 5:00pm AEST. We strongly encourage candidates to apply early, as we will be reviewing applications as they are received.

For any queries regarding this role, please contact careers@giica.au

Additional information

- *Only applications from candidates with full Australian working rights for the entire duration of the appointment will be accepted. Visa sponsorship is not available for this role.*
- *A probationary period of six months will apply.*
- *There are no mandatory conditions or qualifications for this position.*
- *Applications remain current for 12 months and may be considered for identical or similar vacancies.*
- *Successful applicants will be required to undergo pre-employment checks as part of our recruitment and selection process, which may include the following:*
 - *Criminal history check*
 - *Evidence of your right to work in Australia*
 - *Disclosure of any previous serious disciplinary action taken against you.*
 - *Disclosure of any employment as a lobbyist (must be provided within one month of taking up the appointment).*
- *Your personal information will be held securely and accessed only by those directly involved in the recruitment process. Information obtained through employment screening is treated confidentially and will only be used to assess your suitability for employment with us and your contribution to our diverse workforce.*