

# Creative Lead

## POSITION DETAILS

<b>Department / Team:</b> Strategic Communications and Engagement	<b>Reports to (title):</b> Director, Strategic Communications
<b># Direct Reports:</b> NA	<b># Indirect Reports:</b> NA
<b>Location:</b> Brisbane	<b>Salary Banding:</b> AO7

## THE CROSS RIVER RAIL PROJECT

The Cross River Rail Delivery Authority is building a new 10.2km rail line that includes 5.9km of twin tunnels running under the Brisbane River and CBD; with four new underground stations at Boggo Road, Woolloongabba, Albert Street and Roma Street.

Once complete, it will provide trains with a much-needed alternative rail path through the core of the current SEQ Rail network, unlocking a bottleneck and allowing more trains to run more often across the whole of South East Queensland.

The Cross River Rail Delivery Authority is also delivering multiple supporting projects and activities in conjunction with Department of Transport and Main Road. These include accessibility rebuilds for eight surface stations, construction of three new stations on the Gold Coast; upgrades for stabling yards; track works and surface rail enhancements; and the introduction of a new ETCS digital signalling system.

Further Information: [www.crossriversrail.qld.gov.au](http://www.crossriversrail.qld.gov.au)

## OUR VALUES AND BEHAVIOURS



### WE COLLABORATE

- We treat each other with respect and speak up when this doesn't happen.
- We share information to help everyone be successful.
- We have honest conversations, no agendas or surprise.
- We are curious, asking questions to understand.
- We work through issues together and help each other.



### WE INNOVATE

- We are inclusive, listening to and encouraging differing views.
- We challenge and push the boundaries.
- We apply and share our knowledge to do better.
- We seize our opportunity to set new standards and benchmarks.



### WE DELIVER

- We act safely at all times.
- We do what we say we will do and when we will do it.
- We understand our individual role and how it fits into the project's success.
- We take responsibility for our work and speak up when we need help.
- We are committed to continuous development and take every opportunity to review, learn and improve the way in which we are delivering the project, learn improve.

## ROLE OVERVIEW

The Creative Lead is a self-sufficient senior creative specialist responsible for independently driving the end-to-end creative process, from concept development through to delivery and quality assurance. The role provides strategic creative direction and develops compelling visual stories across campaigns, public-facing information and stakeholder engagement materials.

With advanced video and multimedia capability, the Creative Lead delivers high-quality filmed, animated and motion graphic content, managing all aspects of production including on-site content capture, storyboarding, editing, motion design and post-production and despatch-ready files. The role independently manages complex multimedia projects, ensuring content is optimised, accessible and fit for purpose across formats and platforms.

The role owns the organisational creative lifecycle, setting creative direction, defining strategic approaches, and ensuring all outputs align with organisational priorities, brand intent, and audience impact.

## KEY RESPONSIBILITIES

- Independently lead the end-to-end creative process from concept development through to delivery and quality assurance, ensuring outputs are engaging, effective and aligned with organisational priorities.
- Develop and implement creative strategies that translate complex information into clear, compelling visual stories across campaigns, public-facing information and stakeholder engagement materials.
- Develop bespoke creative concepts by interpreting briefs and audience requirements, shaping creative responses that are fit for purpose and aligned with organisational objectives.
- Manage creative approval pathways, proactively engaging stakeholders, addressing feedback, resolving issues and securing timely endorsement of outputs.
- Independently deliver high-quality multimedia content—including filmed, animated and motion graphic work—managing all aspects of production, from on-site capture through to storyboarding, editing, motion design, post-production and optimisation across multiple outputs and platforms
- Independently oversee complex multimedia workflows, ensuring content is optimised, accessible, brand-compliant and fit for purpose across platforms and formats.
- Provide authoritative specialist advice on visual communication, channel selection, message hierarchy, creative cut-through and audience impact.
- Provide expert direction to external creative partners by setting strategic expectations, reviewing concepts and endorsing outputs to ensure alignment with creative strategies and organisational priorities.
- Identify and implement improvements to creative practice, workflows, and audience engagement, fostering innovation and efficiency.
- Drive innovation and uplift creative capability across the organisation by introducing new creative techniques, tools, standards, and ways of working, ensuring the Delivery Authority continues to evolve its creative maturity and visual communication impact.
- Due to the nature of content capture and production, the role will require work outside normal business hours, including early starts, late finishes and weekend work.
- To work in accordance with the Delivery Authority policies, procedures and safety requirements and demonstrate alignment with our values and behaviours.

## KEY COMPETENCIES

- Demonstrates strategic creative thinking by developing original, high-impact concepts and strategies that translate complex information into clear, audience-focused visual communication aligned with organisational objectives.
- Applies advanced multimedia expertise in design, video and multimedia production to independently deliver complex, engaging public-facing content across multiple platforms and formats.
- Exercises sound professional judgement and autonomy, operating independently with minimal direction to manage ambiguity, creative risk, approval pathways and reputational impact.
- Leads complex project and approval management by planning and coordinating creative workflows, priorities and stakeholder approvals across competing deadlines.
- Uses stakeholder influence and advisory capability to provide authoritative specialist advice that shapes creative direction, communication approaches and outcomes.
- Ensures quality and governance requirements are met through rigorous assurance, while maintaining effective brand stewardship across all creative outputs.
- Drives innovation and capability uplift by continuously improving creative practices, tools and workflows to strengthen organisational creative maturity.