South Bank Corporation

We acknowledge Aboriginal and Torres Strait Islander peoples as the custodians of the land and waters where South Bank exists today. We offer our respect to elders past and present as we work towards a just, equitable and reconciled Australia.

Position Description

1. The Position

Position Title	General Manager – Destination, Experience & Engagement
Reports to	Chief Executive Officer
Created	November 2025

2. Scope

This role is key to maintaining and enhancing South Bank's unique character, vibrancy and community spirit, in alignment with South Bank Corporation's role as an integrated precinct manager.

The General Manager, Destination, Experience & Engagement is responsible for curating and elevating the South Bank visitor experience. They will drive and embed a visionary Precinct Experience Strategy that delivers city defining events, destination marketing, and brand initiatives – attracting diverse audiences, fostering lasting engagement, and sustaining South Bank's prominence as a place that educates, inspires, and delights.

The incumbent will bring a deep passion for the precinct, champion a strategic and partnership-driven approach to stakeholder engagement, and foster strong community connections. Furthermore, the General Manager will demonstrate agility, foresight, and exceptional communication to sustain South Bank's visitor appeal and uphold the highest standards of operational excellence.

3. Key Responsibilities/Activities

Precinct Experience Strategy & Development

- Drive the development, implementation and ongoing refinement of a world-class Precinct Experience Strategy that positions South Bank as a premier destination for locals and visitors while celebrating its distinctive character.
- Utilise market research, visitor analytics and global best practices to identify emerging trends and opportunities to innovate and enhance the overall visitor experience.
- Ensure the strategy remains dynamic and adaptable, maintaining high visitor satisfaction, accessibility, and relevance as the precinct evolves.
- Lead the development and implementation of cultural strategies that deliver on the commitments outlined in the South Bank Master Plan, ensuring genuine engagement, cultural recognition and respectful integration of multicultural heritage and perspectives into the precincts experience and programming.

Tourism Attraction & Growth

- Champion South Bank's role as a leading destination within Brisbane and Queensland's tourism economy – a precinct that both educates and inspires visitors.
- Provide leadership and direction for the South Bank Visitor Information Centre, developing it into an engaging hub that enriches the visitor experience and strengthens South Bank's role in Queensland's tourism landscape.
- Forge and nurture strategic partnerships with tourism bodies, travel operators, and other key industry stakeholders to expand South Bank's reach, appeal, and visitor conversion.
- Monitor, evaluate, and report on tourism performance and visitor experience KPIs, adapting strategies to maximise visitation, satisfaction, and social and economic impact.

Stakeholder Management & Engagement

- Develop and oversee a robust Stakeholder Management Matrix, identifying key internal and external stakeholders, their interests and optimal engagement strategies.
- Strengthen relationships and secure new partnerships and sponsorships that advance stakeholder and visitor experience outcomes.
- Cultivate strong, collaborative relationships with government agencies, precinct partners, local businesses, community groups, tenants, and other South Bank stakeholders to ensure alignment and shared success.
- Work in close partnership with the GM, Assets, Place & Projects to ensure that place strategy, design, and development decisions inform and enable South Bank's visitor experience strategy – achieving alignment between the physical environment and the desired visitor experience.
- Act as one of South Bank's ambassadors representing the organisation at industry events, forums, and community gatherings as appropriate.

Events, Communications & Marketing Oversight

- Provide strategic leadership and oversight to the Events team, Visitor Centre team, and Communications and Marketing teams, ensuring strategies and initiatives achieve the outcomes required to deliver innovative and future focussed world class precinct experience.

Risk Management

- Identify, assess, and mitigate potential risks related to the visitor experience, public safety, reputation and operational continuity, particularly during events and other activities that might impact the visitor experience.
- Develop and implement risk management strategies and protocols to safeguard the precinct's assets, visitors, and brand reputation.
- Ensure compliance with all relevant safety, health, and environmental regulations in all visitor experience initiatives.

Leadership & Team Development

- Lead, mentor and empower a high-performing Destination, Experience & Engagement team, fostering a culture of excellence, safety, collaboration, innovation, and continuous improvement.
- Manage departmental budgets, resources, and performance against strategic objectives.

4. Key Skills, Knowledge & Experience Required

- Tertiary qualification in Marketing, Tourism, Business Management, Arts & Cultural Management, or a related field. A postgraduate qualification is highly desirable.
- Minimum of 10-15 years of progressive leadership experience in visitor experience, tourism, precinct activation, or a related field, preferably within a large-scale public or mixed-use environment.
- Demonstrated success in developing and implementing complex visitor experience strategies that have driven significant visitation and engagement.
- Proven experience in developing and executing tourism attraction strategies, with a strong understanding of the tourism landscape.
- Extensive experience in stakeholder engagement and the development of effective stakeholder management frameworks.
- Demonstrated experience in developing and implementing multicultural strategies that drive a connection to community and promote inclusivity with a deep understanding of cultural protocols and genuine engagement practices.
- Strong commercial acumen and experience in identifying and delivering revenue-generating opportunities within a visitor experience context.

5. South Bank Corporation Vision, Purpose and Values

Our Vision

A world-leading urban precinct that welcomes, engages and inspires.

Our Purpose

To be a renowned place manager, recognising the demand for green space in Brisbane's inner city.

To innovate, manage and maintain our enviable reputation as Brisbane's premier recreational, cultural, educational and entertainment precinct.

Redevelop key sites while strengthening physical integration and relationships within the immediate neighbourhood.

Our Values

We strive to be...

1. Inclusive
2. Sustainable
3. Collaborative
4. Curious
5. Bold

6. Key Behaviours

The Corporation workplace behaviour promotes an inclusive, performance focused culture using a One Team approach.

We respect, protect and promote human rights in our decision-making actions.

Expected personal behaviours: -	
Commitment to quality & results	Sets high standards of performance for self and reinforces high performance standards to individuals and team; focuses attention on achieving key performance outcomes; sets specific goals for self and others as appropriate; communicates clearly and concretely the results to be achieved; critiques own performance; willing and able to learn and apply new technology, processes and procedures.
Innovation & creativity	Considers a range of creative alternatives; generates multiple and unique responses to a problem or opportunity; tries different and novel ways to deal with an issue; contributes own ideas.
Understanding business	Has and uses knowledge of systems, situations and culture inside the Corporation to identify potential organisational issues, problems and opportunities; understands the impact and implications of decisions on business units throughout the Corporation. Has and uses knowledge of societal, technical, political and government issues outside the Corporation to identify potential problems and opportunities.
Customer service excellence	Places the customer at the core of our business; makes efforts to listen to and understand the customer; gives high priority to customer satisfaction; develops, maintains and supports productive customer relationships; makes customer needs and expectations a primary focus of action.
Collaboration	Maintains effective work relationships; readily volunteers and exchanges information and ideas, provides and accepts constructive criticism; supports and implements group decisions; shows respect and seeks to support colleagues and customers.
Our approach to tasks are: -	
Solution focused	Gathers relevant information, considers appropriate variables to accurately identify the solutions to challenges in equipment, systems or processes; takes relative seriousness and urgency of problem into account; and demonstrates a can-do attitude.
Safety focused	Knows and accepts the importance of adhering to safety rules, practices and procedures; monitors own safety and the safety of others; checks reporting and if necessary takes action on workplace safety hazards.