Principal – Media & Communications
Communications Officer – Customer Experience & Engagement
Communications Officer – Legacy & Impact

TOOWOOMBA REGION

Success Profile | November 2026



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Connecting people & purpose

Introduction

Thank you for your interest in the following opportunities with Toowoomba Regional Council.

OnTalent is pleased to be partnering with Toowoomba Regional Council to support the recruitment of:

- Principal – Media & Communications
- Communications Officer – Customer Experience & Engagement
- Communications Officer – Legacy & Impact

This briefing pack has been developed to provide further information about the organisation, the opportunities and the key requirements of each role.

Once you have reviewed this success profile, follow the link to apply for a position.

We look forward to working with you throughout the recruitment process. Should you have any questions, please feel free to contact:

Jacinta Messer on 07 3305 5830 or Kayelle Po'Ona on 07 3305 5838

Applications for both roles will close on 26 November, 2026

Jacinta Messer
Client Partner
OnTalent

TOOWOOMBA REGION

Our Region

Nestled on the crest of the Great Dividing Range, this region is a haven for foodies, nature lovers, history buffs and culture enthusiasts alike.

At its heart lies Toowoomba, Australia's second-largest inland city, known as the ‘Garden City’ for its stunning floral displays and lush parks. The region's beauty extends far beyond the city limits, with rolling hills, breathtaking landscapes and quaint towns like Cabarlah, Cambooya and Crows Nest that invite exploration.

Located about 90 minutes west of Brisbane, Toowoomba retains its unique charm, making it an ideal destination for those seeking both urban excitement and rural tranquility.

The Toowoomba Region's story is one of transformation and growth, deeply intertwined with the spirit of Queensland Country. From its humble beginnings as a pastoral settlement in the early 19th century, it has blossomed into a thriving regional hub. Key figures like Allan Cunningham, who explored the area in the early 19th century, played significant roles in its development. Cunningham's discovery of the rich farming and grazing lands of the Darling Downs in 1827 marked the beginning of European interest in the region.



About Us

In 2008, the Toowoomba Region was established as a local government area, amalgamating several smaller local government authorities. This move aimed to create a more unified and efficient administration for the growing region. Today, the Toowoomba Region proudly showcases its heritage through beautifully preserved architecture, fascinating museums, and vibrant cultural festivals.

As you explore the charming streets of Toowoomba and the picturesque countryside, you'll encounter both history and modernity. From the grand old buildings that tell tales of yesteryears to the lively events that celebrate the present, every corner of Queensland Country invites you to discover its unique story.



Our Vision, Mission and Values

Vision

A vibrant Toowoomba Region: built on Rich Traditions, thriving with Bold Ambitions.

Mission

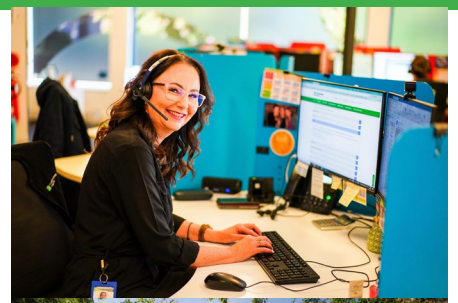
Delivering sustainable, quality services with a community focus, where our people enjoy their work, are empowered to undertake their roles, and are valued for their contributions.

Values



TOOWOOMBA REGION

Council Goals









PEOPLE

Council promotes a vibrant, safe, healthy, and engaged Region, creating opportunities for people to connect and belong. We are proud of our unique and diverse communities.

PLACE

Council plans, builds, and maintains the infrastructure needed to sustainably support lifestyle and growth. We value our environment, our natural assets, and our rich agricultural land. Council promotes sustainable and innovative place management practices.

PROSPERITY

Our Region has a strong and diverse economy. Thriving businesses and industries attract and retain employment opportunities.

PERFORMANCE

Our Council delivers sustainable, quality services with a community focus, where our people enjoy their work, are empowered to undertake their roles, and are valued for their contributions.

CEO and General Managers



Chief Executive Officer – Sal Petroccitto OAM

Sal Petroccitto OAM GAICD is a highly respected leader with over thirty years of experience in transport, infrastructure and regulatory reform. From 2014 to 2025, Sal served as Chief Executive Officer of the National Heavy Vehicle Regulator (NHVR) where he transformed the organisation into a trusted, innovative, and customer-focused national regulator. In July 2025, Sal commenced his role as Chief Executive Officer of Toowoomba Regional Council, applying his strategic vision and collaborative leadership approach. His focus is on fostering economic growth, enhancing community engagement and customer experience, and delivering sustainable infrastructure for one of Queensland's most vibrant regions. Sal's career is defined by his commitment to innovation, stakeholder collaboration, building strong organisational cultures and award-winning customer service. At the heart of Sal's leadership philosophy is the belief that high performance comes from empowered, supported people to strengthen organisational resilience and deliver results that matter



Interim General Manager Infrastructure Services – Marie Gales

Marie is highly regarded across the sector and has received multiple awards recognising her leadership in transport and infrastructure. She has consistently delivered innovation and operational excellence and her contributions through various board and committee roles continue to influence industry-wide practice and policy. Marie is also known for her inclusive leadership style, strong advocacy for mentally safe workplaces and her willingness to challenge established processes to drive meaningful improvement. With extensive experience in both local government and the private sector, Marie brings strategic insight and a strong operational perspective that will support the continued growth and performance of the Infrastructure Services Group.



Interim General Manager Environment and Community Services - Matt Torr

Matt is an experienced local government professional with more than 20 years' experience delivering services and leading teams across a diverse range of Council functions. Supported by engineering and business qualifications and Registered Professional Engineer of Queensland (RPEQ) accreditation, Matt has extensive experience in water and wastewater services, parks and open space management, asset management, project delivery and human resource management. Matt is passionate about developing and supporting people, fostering strong organisational cultures and working collaboratively to deliver sustainable outcomes that enhance the livability and prosperity of the community.

TOOWOOMBA REGION

General Managers



General Manager Planning and Development Services – Ed Johnson

Ed joined Toowoomba Regional Council after serving as Director of Planning, Growth & Sustainability at Cairns Regional Council. With significant experience in urban and regional planning, he has led major initiatives across public and private sectors throughout Queensland. With a keen eye for collaboration and innovation between government and the development community, Ed is known for bridging the gap between policy and action. Ed is passionate about building on evidence-based policy that is underpinned by community engagement to deliver meaningful change and community understanding to the opportunities and challenges that growth brings to regions. Focused on customer experience, technical excellence and people engagement, Ed leads the Planning & Development Group. Ed and his young family are frequent visitors of Toowoomba's award-winning parks and enjoy weekends away under the stars with a campfire.



General Manager Corporate Services – Ann-Marie Johnston

Ann-Marie was appointed General Manager Corporate Services in May 2022 following an extensive career in financial management across industries including manufacturing, insurance, transport, education, engineering, agribusiness and arts management. A Fellow of CPA Australia and a Graduate of the Australian Institute of Company Directors (AICD), she brings strong governance, financial leadership and strategic management capability to the organisation. Ann-Marie is passionate about digital transformation that delivers real and meaningful outcomes. She has led significant organisational initiatives including the Digital Enabling Transformation program, the development of Council's first Customer Experience Strategy, and the introduction of Council's first Graduate Accounting Program. Her leadership has supported improvements in corporate governance, organisational performance and regional economic outcomes, including strengthened local procurement.



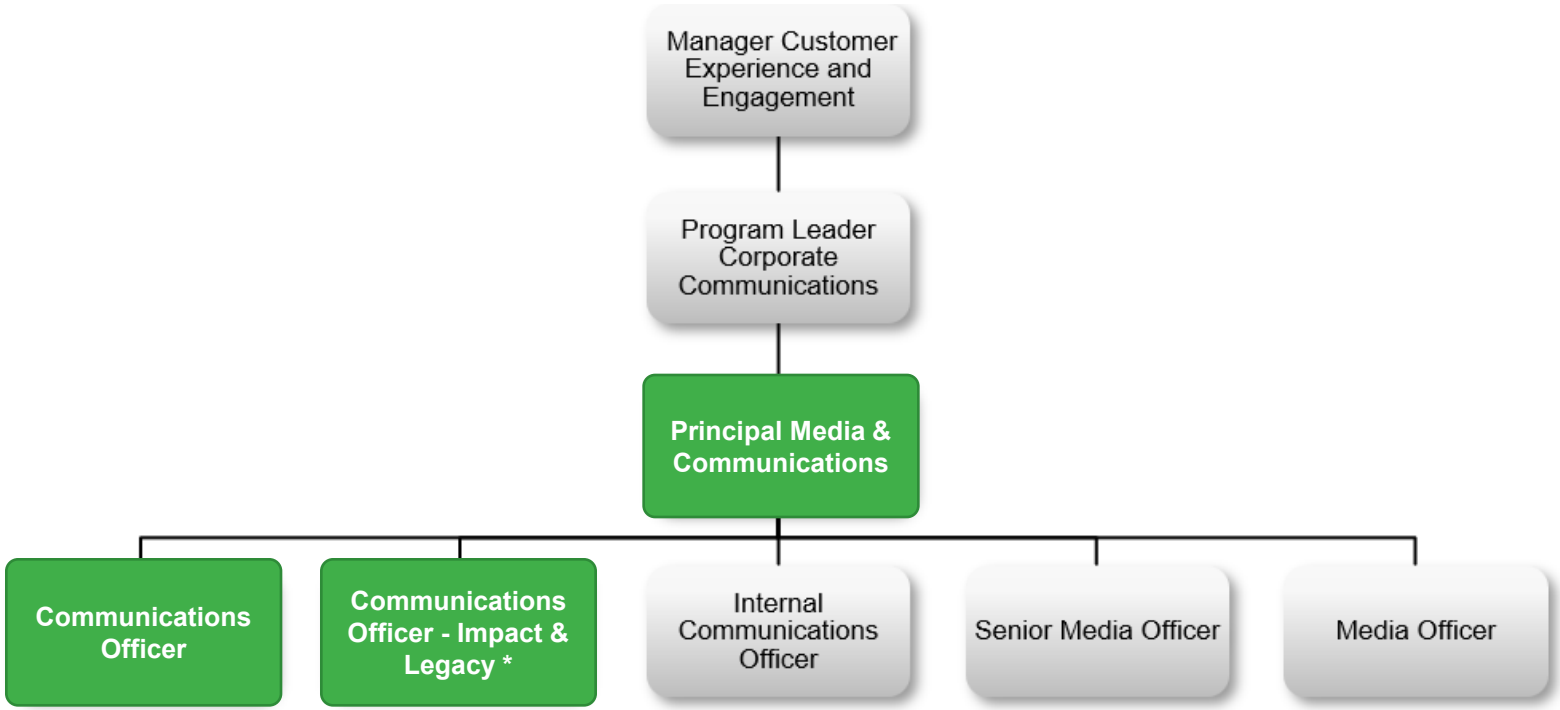
General Manager Water and Waste Services – Jaek Passier

Jaek brings extensive local government experience and over 20 years in the water and wastewater industry. Jaek started his career in 2004 with Toowoomba City Council before working at Cassowary Coast Regional Council as a water engineer. Jaek returned to Toowoomba Regional Council in 2013 as Principal Engineer and then, Manager, Strategic Water Planning and Capital Delivery. Jaek was appointed as General Manager of the Water and Waste Services Group in May 2024.
Jaek holds a Bachelor of Engineering (Hons) majoring in Mechatronics and is a Registered Professional Engineer of Queensland (RPEQ) and is on the National Professional Engineers Register (NPER). In his spare time, Jaek enjoys spending time with his wife at their home in Goombungee. He's also an internationally accredited Volleyball Referee and travels extensively to support national and international competitions.

TOOWOOMBA REGION



Organisational Structure



Roles being recruited

* 3 Year contract role

TOOWOOMBA REGION

Principal Media & Communications

The Opportunity

This is a senior, influential and hands-on communications role at the centre of how Toowoomba Regional Council communicates with its community and manages its reputation. Reporting to the Program Lead, Corporate Communications, you will lead the planning and delivery of strategic media and communications that support Council priorities, strengthen community trust, help tell Council's story and ensure the organisation is well positioned to respond to complex, sensitive and emerging issues.

Key Responsibilities

- Develop and deliver integrated media and communication strategies supporting Council priorities, projects, services and advocacy.
- Provide high-level strategic advice on complex and sensitive media, communications, issues and reputation matters.
- Identify emerging community, media and political issues, anticipating reputational risks and communication opportunities.
- Lead and coordinate crisis and issues communications, ensuring responses are timely, considered and well managed.
- Work collaboratively across Council to deliver audience-focused communication that tells Council's story, supports key initiatives and strengthens its reputation.
- Provide trusted communications advice and support to the Mayor, Councillors, Chief Executive Officer and senior leaders.
- Lead stakeholder and relationship management across key internal and external stakeholders, journalists, media outlets and communication partners.
- Provide professional leadership and guidance across the Media and Communications team, contributing to capability and consistent professional standards.
- Monitor and analyse media, community sentiment and emerging issues, using insights to inform proactive communication and future planning.

What Success Looks Like

Success will see you become a trusted and credible communications adviser to senior leaders and elected members, known for your judgement, political awareness and ability to navigate complex or sensitive matters with confidence. Council will be well positioned to respond to emerging issues, media scrutiny and reputational risks, while also taking a more proactive approach to identifying and telling the stories that matter to the Toowoomba region.

Importantly, you will be able to move comfortably between strategic counsel and hands-on delivery, helping set the approach while also stepping in to develop the messages, materials and responses required.

About You

You are an experienced media and communications professional who understands how to operate effectively in a complex, high-profile and politically sensitive environment. You bring maturity, sound judgement and strong political awareness, with the confidence to provide clear and considered advice when the stakes are high. You are comfortable working closely with senior executives and elected representatives and can influence effectively while maintaining trusted professional relationships.

You are also a communications practitioner at heart. You are just as comfortable developing a media response, refining key messages or preparing a senior leader for an interview as you are advising on broader communications strategy or reputational risk. Calm under pressure and highly responsive, you know when to move quickly, when to challenge constructively and when an issue requires careful escalation or broader organisational consideration.

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Principal Media & Communications (cont.)

You Will Bring

- Extensive experience in media relations and integrated communications within complex, high-profile or politically sensitive environments.
- Strong strategic communications, issues management and reputation management capability.
- Demonstrated experience providing trusted communications advice to senior executives and/or elected representatives.
- Exceptional writing and editing capability across media releases, speeches, briefings, key messages, talking points and multi-channel communications.
- Strong political awareness and the judgement to navigate sensitive, emerging or high-risk issues.
- Experience managing proactive and reactive media activity, including complex or high-profile matters.
- Strong stakeholder engagement, relationship-building and influencing capability, including the ability to achieve outcomes without relying on formal authority.
- The confidence to work effectively with journalists, media organisations, senior leaders and diverse internal stakeholders.
- The ability to remain calm, responsive and effective when priorities shift or issues emerge quickly.
- The ability to balance strategic thinking with practical, hands-on communications delivery.
- A relevant degree in communications, public relations, journalism or a related discipline, or substantial equivalent professional experience.
- A current C Class Driver's Licence.

Why We Love This Opportunity

- Genuine influence: Work closely with senior executives and elected members on high-profile matters that have real significance for the organisation and community.
- Reputation at the core: Play an important role in protecting and strengthening the reputation of one of Queensland's largest regional councils.
- Strategic and hands-on: Shape the approach while remaining close to the actual media, messaging and communications delivery.
- High-profile exposure: Lead communications through complex, sensitive and emerging issues where strong judgement genuinely matters.
- A significant regional voice: Help shape how Council communicates with and builds trust across a diverse community of more than 178,000 people.
- Professional leadership: Help strengthen media and communications capability across the team while building trusted relationships with journalists, stakeholders and leaders.
- Real variety: Work across media, reputation, issues, advocacy, Council priorities and community communications in an environment where no two days will look the same.

TOOWOOMBA REGION

Communications Officer – Customer Experience & Engagement

The Opportunity

This is a hands-on communications role where you will help bring the work of Toowoomba Regional Council to life for the community. Working within the Media and Communications team, you will support the planning and delivery of clear, timely and audience-focused external communications across Council's diverse projects, services, programs and priorities. You will work closely with teams across the organisation to translate complex or technical information into engaging content that helps the community stay informed and connected.

Key Responsibilities

- Develop and deliver external communication plans, campaigns and activities supporting Council projects, services, programs and priorities.
- Research, write, edit and coordinate clear and engaging content for websites, social media, newsletters, publications, advertising and community information.
- Prepare key messages, talking points, briefings and supporting communication materials.
- Support proactive media opportunities, announcements, interviews, events and public information activities.
- Provide practical communications advice to teams across Council, helping identify audiences, communication needs, appropriate channels, key messages and risks.
- Coordinate communication activities with subject matter experts, designers, suppliers, partner organisations and other stakeholders.
- Monitor media, social media and community feedback to identify misinformation, emerging issues, communication opportunities and reputational risks.
- Maintain content schedules, communication records, templates and other systems that support coordinated delivery.
- Use media coverage, digital analytics and audience feedback to evaluate communication activities and recommend improvements.

What Success Looks Like

Success will be reflected in clear, engaging and audience-focused communications that help the community understand Council's projects, services, programs and priorities. You will become a trusted communications partner to teams across Council, providing practical advice and turning complex information into accessible content. Your communication activities will be well planned, coordinated and delivered on time, with emerging risks appropriately identified and escalated.

Your work will contribute to high-quality content across Council's channels, stronger audience engagement and communications that build community understanding, trust and confidence. You will also use audience insights and performance information to continually improve communication delivery.

About You

You are a practical, creative and audience-focused communications professional who enjoys both planning communications and getting in and delivering them.

You can take complex or technical information and turn it into content that is clear, accurate and engaging. You are comfortable working across multiple channels, managing competing priorities and collaborating with stakeholders who bring different communication needs and perspectives.

Organised, responsive and collaborative, you bring sound professional judgement and understand when to manage an issue independently and when a complex or sensitive matter needs to be escalated.

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Communication Officer – Customer Experience & Engagement (cont.)

You Will Bring

- Experience delivering external communications and content for a range of audiences and channels.
- Strong writing, editing and proofreading skills.
- Experience developing and delivering communication plans, campaigns and activities across multiple channels.
- The ability to translate complex or technical information into clear, accurate and accessible content.
- A strong understanding of digital, social media and traditional communication channels.
- Excellent organisation and time management skills, with the ability to coordinate multiple activities and deadlines.
- The ability to build productive relationships and provide practical communications advice and support.
- An understanding of reputation and issues management, with the judgement to identify and appropriately escalate emerging risks.
- The ability to use monitoring, analytics and audience feedback to evaluate communication activities and improve future delivery.
- A degree in communications, public relations, journalism or a related field, or substantial equivalent professional experience.
- A current C Class Driver's Licence.

Why We Love This Opportunity

- Variety and visibility: Work across a broad portfolio of Council projects, programs, services and campaigns.
- Creative scope: Develop content across digital, social, print and other external communication channels.
- Meaningful community impact: Help people understand and engage with the services, projects and decisions that affect their region.
- Broad professional exposure: Gain experience across proactive media, community communications, emerging issues and reputation management.
- Strong internal partnerships: Work with subject matter experts across Council to turn complex information into engaging communications.
- Opportunity to improve outcomes: Use audience insights and analytics to understand what is working and strengthen future communications.

TOOWOOMBA REGION

Communications Officer – Legacy & Impact

The Opportunity

The road to Brisbane 2032 represents a significant opportunity for the Toowoomba region, with the potential to create benefits extending well beyond the Olympic and Paralympic Games. As Communications Officer, Legacy & Impact, you will help tell that story. Working within Council's Media and Communications team, you will take ownership of strategic and operational communications supporting the Legacy & Impact Program, helping the community and key stakeholders understand the opportunities, activity and long-term legacy being created for the region.

Key Responsibilities

- Develop and deliver strategic and operational communication plans supporting the Olympic and Paralympic Games Legacy & Impact Program and other Council priorities.
- Create clear, accurate and engaging content across Council's website, social media, newsletters, publications, advertising and community information channels.
- Develop key messages, talking points, briefings, presentations and supporting media content for Councillors, Council employees and stakeholders.
- Produce high-quality presentations, strategic publications and planning materials that clearly communicate the Legacy & Impact story.
- Provide practical communications advice to the Legacy & Impact team, identifying audiences, communication needs, appropriate channels, key messages and risks.
- Support proactive media opportunities, announcements, interviews, media events and public information activities.
- Coordinate communications with internal experts, designers, suppliers, partner organisations and other key stakeholders.
- Monitor Olympic and Paralympic Games developments, media, social media and community feedback to identify emerging issues, reputational risks and opportunities.

TOOWOOMBA REGION

What Success Looks Like

You will deliver clear, engaging and audience-focused communications that help the community and stakeholders understand the Legacy & Impact Program, Toowoomba's journey towards Brisbane 2032 and the opportunities being created for the region. You will become a trusted communications partner to the Legacy & Impact team, confidently managing your own communications activities and translating complex information into compelling campaigns, presentations, publications and content.

Success will be reflected in high-quality, coordinated communications that build understanding, trust and confidence. Your work will help Council identify opportunities, respond appropriately to emerging issues and effectively communicate the region's Brisbane 2032 journey and longer-term legacy.

About You

You are a creative, proactive and capable communications professional who enjoys taking complex information and turning it into clear, engaging and accessible communications. You are comfortable moving between strategic planning and hands-on delivery, whether developing a communications approach, producing a high-quality presentation, creating digital content, supporting an event or working with stakeholders to land the right message.

You are confident managing your own activities and priorities under limited direction and bring the judgement to know what can be progressed independently and when a sensitive, complex or high-risk matter needs to be escalated. Importantly, you are excited by the opportunity to work on a high-profile program with significant community and stakeholder interest and help bring its long-term story to life.

Communications Officer – Legacy & Impact (cont.)

You Will Bring

- Experience developing and delivering strategic and operational communications across multiple audiences and channels.
- Strong writing, editing and proofreading capability.
- Experience developing communication plans, campaigns and activities supporting organisational priorities, projects or programs.
- Experience producing high-quality presentations, publications and communication materials.
- An understanding of visual communication and the ability to work effectively within organisational and partner brand requirements.
- Strong capability across digital, social media and traditional communications channels.
- The ability to translate complex or technical information into clear, accurate and engaging content.
- Experience using monitoring, analytics and audience feedback to evaluate communications and identify improvements.
- Strong organisation and time management skills, with the ability to manage multiple priorities and deadlines.
- Sound knowledge of reputation and issues management, including the ability to identify misinformation, emerging issues and reputational risks.
- Strong relationship-building skills and the ability to work collaboratively with colleagues, stakeholders, suppliers and partner organisations.
- A relevant degree in communications, public relations, journalism or a related discipline, or substantial equivalent professional experience.
- A current C Class Driver's Licence.

Why We Love This Opportunity

- Be part of Brisbane 2032: Work on a high-profile program connected to one of the most significant events coming to Queensland.
- Help tell Toowoomba's legacy story: Communicate not just what is happening now, but what the Olympic and Paralympic Games could mean for the region long term.
- Take genuine ownership: Manage dedicated communications activities and priorities while operating with a strong degree of autonomy.
- Make it visible: Create campaigns, presentations, publications and content that bring the Legacy & Impact story to life for diverse audiences.
- Work beyond traditional communications: Gain exposure across community engagement, stakeholder relations, media, digital communications and events.
- Build a standout piece of experience: Contribute to a unique, once-in-a-generation program with the potential to create a lasting impact for the Toowoomba region.

TOOWOOMBA REGION



Our Process

At OnTalent, we specialise in partnering with purpose driven organisations to identify and secure exceptional leadership and we are pleased to be working with Toowoomba Regional Council on this recruitment project.

Our approach is deliberate, strategic and people centred. Every step of our process is designed to ensure alignment between candidate capability and organisational purpose. From understanding the culture and objectives of our clients to engaging and assessing talent in a considered and thorough way, we don't cut corners.

We are deeply committed to creating inclusive and equitable recruitment experiences. Our process is built to reduce bias and support diverse representation at all stages. We will work closely with you to ensure we are able to create an inclusive, fair and accessible pathway for you throughout the process. We encourage all candidates to discuss their individual circumstances with our team at any time.

Our recruitment process is built to deliver results that last.



TOOWOOMBA REGION

OnTalent Commitment

At OnTalent, service is not an add-on, it is embedded in how we operate. Our commitment to Connecting People and Purpose is reflected in clear, measurable standards that protect your reputation, strengthen candidate experience, and ensure a defensible and high quality appointment process. We commit to:

Responsiveness & Communication

- All client and candidate enquiries acknowledged and actioned within one business day (same day wherever possible).
- Weekly proactive progress updates provided to the client, including market feedback and risk insights.
- Immediate notification of any emerging risks, sensitivities or market challenges.

Candidate Experience & Reputation Protection

- All applicants acknowledged promptly and advised of an outcome within 10 working days of decision.
- All shortlisted/interviewed candidates provided with timely, constructive verbal feedback.
- All candidates professionally briefed and prepared for panel interviews to ensure informed, high-quality engagement.
- Interview logistics managed discreetly and respectfully to protect confidentiality and candidate experience.



TOOWOOMBA REGION

If you have questions about this role, please reach out to one of the team below.
We welcome your application via the apply button on the OnTalent Website.

Jacinta Messer
Client Partner
OnTalent
07 3305 5830

Kayelle Po'Ona
Associate Client Partners
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07 3305 5824