

Reports to: Chief Revenue Officer

Department: Agency Sales

Location: Brisbane Head Office

Full-time

Immediate start

QLD Agency Sales Director

About goa

goa Billboards is Queensland's leading independent Out of Home media company, delivering high-impact billboard campaigns across Brisbane and South East Queensland.

goa is also a founding partner of Alliance Outdoor Media Group; a national collective of independent outdoor media operators. Through this partnership, we combine strong local market knowledge with the scale, buying power and national footprint of a broader Australian network.

This model allows us to compete at a national level while maintaining the agility, service standards and commercial independence of a locally owned business. Together, goa and The Alliance represent a premium portfolio of metro and regional assets across Australia, offering clients both depth in Queensland and reach nationwide.

The role

We are seeking a senior, high-performing Queensland Agency Sales Director to join the Brisbane team and take a leadership position within our national revenue structure.

This is a newly formed, strategic role responsible for deepening senior-level agency relationships across Queensland and accelerating revenue growth across The Alliance's national portfolio of premium metro and regional Out of Home assets.

You will work closely with Alliance's NSW-based Chief Revenue Officer and collaborate nationally across State Sales Directors, Strategy & Insights and Campaign Delivery teams.

This is a leadership role with real commercial influence.

Key Responsibilities

You will lead the Queensland agency sales strategy, positioning Alliance as the trusted independent alternative in the market while driving sustained revenue growth.

Lead & Develop

- Mentor and develop a high-performing Brisbane sales team
- Foster accountability, culture and revenue ownership
- Elevate agency engagement standards across the state

Drive Revenue & Strategy

- Develop and execute go-to-market strategies aligned with national objectives
- Own pipeline visibility, forecasting accuracy and revenue performance
- Identify growth opportunities across both metro and regional assets

Build Senior Relationships

- Deepen relationships with senior agency leaders and key direct clients
- Drive new business acquisition and expand existing spend
- Represent The Alliance at a strategic, leadership level within market

Management Reporting/Systems

- Maintain accurate and up-to-date CRM records, including pipeline, forecasting and opportunity tracking
- Submit weekly updates aligned to individual targets
- Ensure accurate revenue forecasting and pipeline visibility

External Market Representation

- Represent The Alliance professionally in market, building strong relationships across direct clients and key decision-makers
- Leverage audience data, insights and OOH trends to strengthen Alliance's competitive positioning
- Bring strategic thinking to briefs and client conversations
- Ensure seamless collaboration across operations, marketing and campaign delivery

Competencies & Qualifications

- 10+ years' media sales experience, ideally across OOH, ATL or integrated media
 - Proven leadership of high-performance sales teams
 - Track record of sustained revenue growth
 - Established senior agency and client relationships in Queensland
 - Strong commercial acumen, negotiation skills and forecasting discipline
 - Confident communicator and presenter
 - Genuine passion for media, design and urban culture
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Why join us?

- Senior strategic role with direct influence over Queensland growth
 - Access to a premium national OOH portfolio
 - Collaborative national leadership environment
 - Competitive salary + commission structure
 - Opportunity to shape the future of Queensland agency business
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At goa and The Alliance, we operate within a focused, high-performance culture. We value initiative, consistency and people who take ownership of their results.

If you're ready for your next challenge and a career in media email your CV and Cover Letter to The Hiring Manager at careers@goa.com.au