

THE *Whitsundays*  
THE HEART OF THE  GREAT BARRIER REEF

# CHIEF ICON OFFICER

Position Description





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## Position Description



**Employment Type:** Short-term contract

**Contract Duration:** 10 days between May - July 2026

**Location:** The Whitsundays, Queensland

### **Role summary.**

We are seeking a high-vibe candidate to undertake a critical short-term assignment. To lead an end-to-end “icon audit” to uncover and report on what makes The Whitsundays so iconic.

This is a hands-on role requiring full immersion across key natural icons and experiences, including but not limited to; the Great Barrier Reef, Whitehaven Beach, Heart Reef and 74 Islands. You will also be required to hike or mountain bike through the national parks, jetski around the islands, snorkel the Great Barrier Reef, take a dip at Whitehaven Beach and visit world-class restaurants.

This role is not for the feint hearted. If you love adventure, nature and unforgettable experiences, we want to hear from you.

### **Team structure.**

The Chief Icon Officer will appoint their own Executive Icon Assistant to support with vibe-curation, icon analysis and camera angles.

### **Key responsibilities.**

The successful applicant will be responsible for leading an end-to-end “icon audit” across The Whitsundays, including but not limited to:

- The Great Barrier Reef
- Heart Reef
- Whitehaven Beach and Hill Inlet
- The 74 Islands
- The Big Mango and the broader portfolio of mainland experiences.

### **Key Deliverables**

Real-time documentation of findings via TikTok videos.



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### What your day-to-day will look like:

- Snorkelling the Great Barrier Reef
- Flying over Heart Reef
- Assessing the sand quality on Whitehaven Beach
- A view assessment from Hill Inlet lookout
- Circumnavigating the islands on a jetski
- Inspections of a selection of the 74 islands
- Auditing the Big Mango in Bowen
- Reviewing national parks by foot and/or mountain bike
- Stakeholder engagement with local operators and iconic personalities

### Role Entitlements:

Flights, accommodation, unforgettable experiences and a food/refreshment allowance.

### The Successful Applicant Must Have:

- Good vibes
- A sense of adventure
- A phone to record and edit videos

## HOW TO APPLY

1. Fill out the application form.
2. Post a video on TikTok or Instagram and hashtag #iconofficer.

In your video introduce yourself and choose **one** of the following to do:

- Show us why you are an icon (and therefore know about icons)
- Tell us what makes something iconic (how would you assess our icons)
- Showcase your favourite local icon (a person, place or thing near you)

The video doesn't need to be perfect, we want to see the real you. We'll be assessing based on your:

- Creativity and enthusiasm
- Ability to record and edit videos
- Your vibes – we're looking for an icon.