FORMER Townsville mayor Tony Mooney who failed to win the seat of Herbert for Labor in the recent federal election, is taking a new career path, guiding multi-million-dollar projects to fruition for listed resources company Guildford Coal.

Mr Mooney, who served for 31 years on the city council and was mayor for 19 of them, has taken up the full-time post of general manager stakeholder relations, a role that will see him negotiate outcomes for Guildford Coal with communities and state and local government.

Guildford Coal is an emerging Queensland coal explorer with tenements in the Galilee, Maryborough and Bowen Basins covering an estimated area of more than of 21,000 square kilometres.

The company, which plans to become a coal producer, listed on the stock exchange on July 22.

Managing director Mick Avery said yesterday Mr Mooney's extensive knowledge and experience would be an invaluable asset to the company and his appointment came ahead of a period of growth.

"His knowledge of government processes, and more importantly the needs of local communities, will be a tremendous advantage to our company as we develop our resource potential across Queensland," he said.

"Mr Mooney shares our commitment to positive community engagement and understands the importance of achieving good economic, social and environmental outcomes."

Mr Mooney said he had been approached to take on the role by Guildford Coal, which was aware of his interest in northern region development and in major projects.

He said the decision followed some weeks of reflection on his future after losing the seat of Herbert to the Liberal-National Party's Ewen Jones and he was happy with the direction he was taking.

"I believe in moving on and this role gives me a great sense of challenge," he said.

"I am excited about the prospects for the company and look forward to delivering projects that benefit not only Guildford Coal but also Queensland communities."

'Mr Mooney's has extensive local government experience having served not only as Townsville mayor but also as president of the Urban Local Government Association of Queensland.

He is a fellow of the Institute of Company Directors and has held directorships at the Port of Townsville Corporation and at Ergon Energy.

Mr Mooney also served a long-term director of Townsville Enterprise, and at one time worked as an engagement specialist for national recruitment firm IPA Personnel, with a focus on improving employment opportunities for indigenous people.