



## **POSITION DESCRIPTION**

# **MARKETING MANAGER**

- Location:** Armidale, NSW, with travel throughout all States of Australia as required.
- Remuneration:** As per contract.
- Reports to:** Chief Executive Officer
- Role:** To develop and manage Angus Australia's marketing strategy, liaise with media contacts to promote and enhance the Angus brand and to develop new marketing opportunities, products and marketing material.

### **Duties and Responsibilities:**

#### **Planning**

- Develop an annual Marketing Plan and associated budget, within the parameters of Angus Australia's overall Business Plan.
- Work closely with the Board's Marketing Committee to develop strategies and policies for marketing and promotion of Angus.

#### **Media Relations**

- Foster and maintain a strong relationship between Angus Australia and the media.
- Produce regular Press Releases to keep Angus Australia and Angus before the public.
- Plan, develop and produce Angus Australia advertising.
- Scan the media to monitor Angus Australia exposure and activity by other breed associations.

#### **Publications**

- Edit and produce Angus Australia publications to ensure appropriate quality, content and image, including:
  - Angus Electronic Newsletter (Angus eNews)
  - Annual Report
  - Angus Bulletin
  - Sire Summary/Membership Directory
  - Brochures and leaflets
  - Any other publication as required

#### **Website**

- Develop and maintain Angus Australia's website with assistance from Angus Australia staff
- Ensure Angus Australia's website contains appropriate content, quality and image
- Maintain advertising facilities on Angus Australia website and obtain advertising to agreed budget levels.

### **Sponsorship**

- Obtain sponsors and advertisers for publications, website and Angus Australia events.

### **Photographic**

- Develop and maintain a library of photographic material relating to Angus cattle and Angus beef.

### **Display Material**

- Develop display materials for use at Angus Australia events, regional field days etc.

### **Angus Events**

- Maintain a web based calendar of up-coming events including Angus sales and Angus Australia activities.
- Attend major industry events, as agreed with the Chief Executive Officer, which may include Royal Shows, industry field days and forums.

### **Angus Conference/Workshop**

- Coordinate the Angus Australia National Conference.
- Assist with coordination of workshops as and when required.

### **Angus Sales**

- Work closely with the Memberships and Registration staff to ensure that the Angus Australia Quality Assured Catalogue service is produced effectively to a high standard of quality and is widely used by members.
- Develop and maintain a database of results of bull sales for Angus cattle and monitor, compare and report on Angus compared to other breeds.
- Attend some major commercial events such as feature commercial sales to take photographs and issue media reports.
- Support groups running Angus events by providing advice and facilitating pre-event promotion, newspaper features etc.
- Work with the appointed agents to facilitate the online AngusPlus sales.
- Work with key live exporters to facilitate the sourcing and export of Angus breeding stock.

### **Major Feedlots**

- Liaise with the major feedlots, visit, produce stories, take photographs, and observe industry trends.

### **Angus branded beef products**

- Assist in promoting and increasing demand for Angus branded beef products, including Certified Australian Angus Beef™ and Angus Pure™.

### **Other duties as required**

## **SELECTION CRITERIA**

### **Key Competencies:**

1. Experience in brand marketing.
2. Experience in the development of marketing plans and associated budgets.
3. Experience in negotiating, influencing and facilitating agreement with key media stakeholders.
4. Experience in the writing and production of newspaper articles, journals, reports, brochure and other marketing and promotional materials.
5. Experience with website design and development.
6. Understanding of the beef industry supply chains.

### **Qualifications:**

Tertiary qualifications in Marketing and/or Journalism or Communications.