



POSITION DESCRIPTION

COMMUNICATIONS OFFICER

- Role:** This full time position is responsible for creating and implementing communication strategies to promote and enhance the value of Angus.
- Location:** Armidale, NSW, with occasional travel throughout Australia as required.
- Salary Package:** Base salary package negotiable on experience, plus superannuation at current government prescribed level.
- Term:** Initial 2 year appointment, with potential for further extension depending on future needs and available funding.
- Reports to:** Marketing & Communications Manager

Duties and Responsibilities:

1. Develop and implement communication strategies that inform members and industry stakeholders of the key messages from Angus Australia's various programs, activities and events, including new developments as and when they arise.
2. Develop content for, and design and maintain marketing and communication materials for the Angus Australia website, Angus Bulletin, Angus E-news, marketing brochures, press releases and other publications.
3. Design and maintain education materials for the Angus Australia website, newsletters, brochures, press releases and other publications.
4. Design and maintain the Angus Education Centre, a central web hub for all Angus Australia's education material
5. Manage, edit and produce content for Angus Australia's social media platforms and identify new opportunities as they arise
6. Develop monthly tracking and analysis to report on website and social media traffic
7. Assist with the preparation of audio and visual material for Angus Australia's communication purposes
8. Develop and maintain relationships with rural media outlets

9. Work as a team member with all other Angus Australia staff, Directors and members.
10. Assist with other duties as required.

Key Measures

Delivered outcomes in relation to Angus Australia's Marketing and Communications Operational Plan

Selection Criteria

Applicants will be assessed on their suitability based on the following criteria:

- Relevant tertiary qualifications
- Proven communications experience
- Highly developed written and oral communications skills
- Experience with content management systems in the delivery and maintenance of website and eNewsletters
- Experience in administering social media platforms
- Experience in development of educational material for media and web delivery
- Ability to manage multiple tasks efficiently and meet deadlines
- Well-developed computer skills
- Interest and experience in the beef industry
- Written and verbal communications skills

For further information, contact Marketing & Communications Manager, Mrs Diana Wood on (02) 6773 4601 or email: diana@angusaustralia.com.au

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