



Communications Manager Position Description

Location:	Preference for Mulwala, need to be based in our geographical footprint
Reports To:	Director of Communication, Events and Marketing
Position Type:	Full time
Salary:	Between \$80,000 and \$90,000 based on experience
Applications close:	31 st of May 2022

About Riverine Plains

Riverine Plains Inc is an independent farming systems group dedicated to improving the productivity of broadacre farming systems in north-east Victoria and southern New South Wales. The group was established during 1999, and our membership is drawn from the eastern NSW–Victoria border region, known as the Riverine Plain.

Our Purpose is “To grow member prosperity by building knowledge and skills”

The Riverine Plains membership base includes grain and mixed farming businesses and our focus is on providing farmer driven, independent, timely and relevant information that delivers on-the-ground benefit to members. We do this through a balanced portfolio of projects, our annual schedule of events and publications. We believe strongly in our motto of “**Farmers Inspiring Farmers**”.

As an organisation, we are a productive, high integrity, passionate and well-balanced team. Our strength is our strong, inclusive and driven culture and our focus on delivering high quality results and impact for all members and project partners. We have a strong mentoring ethic and a focus on building capacity and capability in our team. We pride ourselves on how we work as a team, yet importantly, everyone has capacity to also work alone to complete field work.

About the role

This new role is an exciting opportunity for someone with the right mix of qualifications and/or experience (at least three years). If you have experience in communications management or leading communication aspects of projects and are creative, able to build online communities and broadly

Farmers inspiring farmers

understand and have an interest and/ or affinity with the Australian agricultural sector , we want to hear from you.

Reporting to the Director of Communications, Events and Marketing and working closely with the Research Team you will have creative freedom to grow and push the boundaries of this newly created role.

Key Responsibilities

- Develop and curate informative, useful, relevant and engaging content for the website, eDMs, and social media platforms (including paid advertising)
- Maintain a consistent and aligned brand voice across different online media channels
- Organise and deliver a regular publishing schedule
- Photography and video editing as required
- Prepare print materials including but not limited to flyers, brochures, booklets, infographics, social media tiles website and other digital collateral
- Prepare scripts, storyboards and audio
- Liaise and engage with diverse stakeholders to capture and deliver key messages and information
- Understand impending industry risks to enable Riverine Plains a proactive approach through our communication
- Assist with the successful delivery of events of varying size and complexity.

Job Specification

- Proficiency with the following SM platforms; Twitter, Facebook, Instagram, LinkedIn, and YouTube
- Detail-oriented approach with ability to work under pressure to meet deadlines
- Ability to jump from the creative thinking to analytical reporting
- Able to troubleshoot technical challenges
- Tertiary qualifications in communications preferable
- Capacity to travel at least one day a month to Mulwala or Wagga Wagga for staff engagement.

Key Selection Criteria for this role

- Demonstrated capacity to manage all aspects of communication for an organisation or project.
- Work well as part of a team and demonstrate integrity at all times
- Can think independently and problem solve promptly with an eye for detail
- Capacity to mentor, motivate and empower to contribute to the development of a strong performing team
- Cultivates and maintains productive relationships with external stakeholders
- Excellent written and verbal communication skills
- Ability to identify, build and maintain formal and informal networks
- Connection/interest for the agriculture industry and understanding how to effectively communicate to this target market
- A willingness to try new things and step outside your comfort zone
- Develop and participate in a culture of high performance where individuals are treated with respect

- Self-starting and highly motivated
- Experience with following software is beneficial Microsoft Suite, Canva, Adobe Creative Cloud (Photoshop, Adobe Premiere, After Effects, Lightroom) and/or equivalent digital media editing tools, WordPress, google analytics, HubSpot, Sprout Social, monday.com, and google console.

To Apply

Email our CEO Catherine Marriott on ceo@riverineplains.org.au or for more information call her on 0400 129 279.