

ROLE TITLE: COMMUNICATIONS OFFICER	REPORTS TO: MEDIA MANAGER
ROLE PURPOSE: TO ASSIST THE MEDIA MANAGER WITH THE DEVELOPMENT OF INTERNAL AND EXTERNAL COMMUNICATION MATERIALS FOR MEDIA OUTLETS AND STAFF IN ORDER TO FACILITATE AND SUPPORT FAVOURABLE LOBBYING POSITIONING AND MARKETING OF THE ASSOCIATION.	

KEY RESULT AREAS	KEY ACCOUNTABILITIES
1. Assist in the development of publicity and public relations programs across regional NSW	<ul style="list-style-type: none"> ▪ Work with Association media staff to maximise publicity coverage and raise awareness of the Association and modern farming issues ▪ Work with Association staff and members to research issues for communication materials, such as editorials, to publicise Association initiatives, programs and services. ▪ Responsible for the creation of PR material in a number of formats i.e. social media, television, radio, interviews, online ▪ Coordinate the Association's editorial project with regional newspapers ▪ Develop and coordinate communications plans for Association events
2. Research, gather and write communication materials regarding Association issues	<ul style="list-style-type: none"> ▪ Liaise with other divisions of the Association in order to gather information ▪ Write and coordinate electronic newsletters ▪ Write member emails and articles on behalf of senior representatives of the Association ▪ Coordinate Association YouTube clips ▪ Proof read and edit all outgoing communications e.g. flyers and articles ensuring continuity and forward to the graphic designer for design ▪ Manage the photo library ensuring names are attached and ease of access
3. Assist with the development and operation of the Association's in- house newspaper	<ul style="list-style-type: none"> ▪ Manage and monitor the collation of editorial for The Farm Post to ensure all material meets deadlines. ▪ Proof read all editorial material prior to production ▪ Source and write editorials for newspapers ▪ Coordinate member response and queries ▪ Manage the distribution of The Farm Post
4. Manage and promote relevant events	<ul style="list-style-type: none"> ▪ Ensure appropriate communication and promotion Association regional events ▪ Coordinate the Mackellar Media Awards ▪ Assist with Media for annual conference i.e. television interviews and tasks as directed by the Media Manager

KEY INTERACTIONS (INTERNAL & EXTERNAL)	FOR WHAT PURPOSE
<ul style="list-style-type: none"> ▪ Media Manager 	<ul style="list-style-type: none"> ▪ To discuss the Association's strategy with regards to media and communications ▪ To obtain approval for all communication materials (in conjunction with GM Policy)
<ul style="list-style-type: none"> ▪ Media and PR outlets 	<ul style="list-style-type: none"> ▪ To monitor coverage and representation of the Association
<ul style="list-style-type: none"> ▪ Other Association staff and managers 	<ul style="list-style-type: none"> ▪ To gather information regarding farming issues and Association initiatives

POSITION DIMENSIONS	KNOWLEDGE & EXPERTISE
	<ul style="list-style-type: none">▪ Highly developed written and verbal communication skills▪ Highly developed Microsoft office and adobe skills▪ Understanding of agriculture, agribusiness and the role of the Association▪ Demonstrated research or interviewing/media skills▪ Ability to network and build relationships with key media▪ Tertiary qualifications in a relevant discipline e.g: Journalism, Media, Communications, PR or Agriculture

