



Role Title: Marketing & Communication Manager

Reports To: GM Support Services

Role Summary

The Marketing Communication Manager will provide a broad range of communications and marketing support to the Association as well as identify potential new revenue streams and manage existing partner relationships. The position reports to the GM Support services.

Main Job Tasks & Responsibilities:

- Work collaboratively with staff to create and manage integrated marketing strategies.
- Coordinate communications projects with vendors and contractors for the development and production of educational event promotional materials, web site production and other collateral.
- Provide writing and editing support for all outbound member communication including all promotional materials, website content, a monthly newsletter and the Association's annual report.
- Review and edit existing promotional materials for marketing effectiveness and adherence to brand guidelines
- Planning, implementing and managing agreed initiatives, projects and campaigns.
- Engaging and managing relationships with service providers/agencies where required.
- Provide advice on media buying for advertising & promotional purposes.
- Other marketing tasks as required
- Assist in developing new revenue sources through sponsorship supplier membership, exhibits and sponsorships.

Key Result Areas	Key Accountabilities
Marketing	<ul style="list-style-type: none"> <input type="checkbox"/> Create and implement Marketing Communications projects and plans <input type="checkbox"/> Coordinate the finalization and implementation of the marketing/comms strategy projects. <input type="checkbox"/> Create sales tools for RSM network to sell the Association's value proposition. <input type="checkbox"/> Create draft concepts of marketing activities and material, including: sales collateral (brochures, flyers and promotional materials) including copy and draft design. <input type="checkbox"/> Email and presentation templates <input type="checkbox"/> Deliver external marketing communications including: <ul style="list-style-type: none"> <input type="checkbox"/> Awareness campaigns in RSM territories <input type="checkbox"/> Create, track and maintain database of all marketing material and its effectiveness. <input type="checkbox"/> Manage the content of the Association website. <input type="checkbox"/> Advertising research and management. <input type="checkbox"/> Member/potential member communications (direct mail, email, sms etc.) <input type="checkbox"/> Develop direct and e-marketing campaigns where appropriate. <input type="checkbox"/> Analyse relevant research and data.
Communication	<p>Provide writing and editing support for Association publications, including but not limited to</p> <ul style="list-style-type: none"> <input type="checkbox"/> outbound member communication <input type="checkbox"/> promotional materials, <input type="checkbox"/> website content, <input type="checkbox"/> a monthly newsletter <input type="checkbox"/> the Association's annual report.

Relationship Management & Business Development	<ul style="list-style-type: none"> <input type="checkbox"/> Develop, maintain and service key commercial alliances <input type="checkbox"/> Attract and maintain new corporate sponsorships and business partners for the Association and its activities including Annual Conference, field days, regional conventions, seminar programs and membership benefits <input type="checkbox"/> Develop and maintain influential business relationships throughout NSW <input type="checkbox"/> Promote NSW Farmers' Association at Association, industry and political events and industry campaigns
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Key Performance Indicators	Measurables – detail to be finalised with incumbent
The critical metrics are; communication content, feedback from existing sponsors / partners and acquisition of new sponsors / partners.	<ul style="list-style-type: none"> • Communication content – feedback from stakeholders about quality, timeliness and impact of communication content. • Feedback from existing sponsors / partners – existing contracts and partnership arrangements managed according to service level agreements and obligations. Sponsors also comply with contracted obligations and maintain intellectual property value. • Acquisition of new sponsors / partners – new sponsors identified, approached and converted according to metrics established with GM Support and CEO

Key Interactions (Internal & External)	For What Purpose
<ul style="list-style-type: none"> ▪ CEO 	<ul style="list-style-type: none"> ▪ Understand the priorities of the Association ▪ Provide timely and accurate marketing information ▪ Report on existing partnership contracts ▪ Forecast on partnership pipeline
<ul style="list-style-type: none"> ▪ Membership services department 	<ul style="list-style-type: none"> ▪ Interact to ensure that marketing and communications campaigns for Membership are delivered in a timely and relevant fashion
<ul style="list-style-type: none"> ▪ Policy 	<ul style="list-style-type: none"> ▪ Interact to ensure that marketing and communications campaigns for policy and representation are delivered in a timely and relevant fashion
<ul style="list-style-type: none"> ▪ Suppliers/Agencies 	<ul style="list-style-type: none"> ▪ Managing the relationships with any key marketing suppliers or agencies to ensure achievement of marketing objectives in a timely fashion and within budget restraints

Position Dimensions	Capabilities & Knowledge	
<ul style="list-style-type: none"> ▪ Operating budget: Nil ▪ Direct reports: Nil 	<p>Qualifications</p> <ul style="list-style-type: none"> <input type="checkbox"/> BA degree in Marketing, Communications <p>Essential experience</p> <ul style="list-style-type: none"> <input type="checkbox"/> Minimum 3-5 years demonstrated experience implementing marketing, communications and promotional programmes. <input type="checkbox"/> Superior writing skills. <input type="checkbox"/> Excellent market analysis and reporting skills. <input type="checkbox"/> Project Management Skills: Experience in developing marketing/comms project plans, 	<p>Skills</p> <ul style="list-style-type: none"> ▪ Microsoft Office skills ▪ Effective interpersonal skills including the ability to lead continuous improvement discussions as well as the ability to work on project teams. <p>Competencies</p> <ul style="list-style-type: none"> ▪ Takes initiative ▪ Setting and lifting standards ▪ Communication ▪ Influence & persuasiveness ▪ Executes the strategy & business plan

allocating, managing and coordinating relevant resources and reviewing progress to ensure delivery of agreed project outcomes.

- Ability to manage varied tasks and conflicting demands to agreed standards and timelines. Meet all deadlines and project schedules.
- Demonstrated ability to work across departmental boundaries and the ability to work independently.
- Proactive positive attitude to problem solving.
- Experience in using standard word processing, desktop publishing, database, spreadsheet, project management software, CRM software and internet.
- Experience in managing relationships with suppliers or agencies

- Plan ahead & organises
- Analysis & judgment
- Conceptual thinking