



Growing the best

Description

Marketing & Communications Manager, NSW Farmers Association
\$70 - \$80k

About the Association

NSW Farmers Association is the representative voice of farmers in NSW. We are a dedicated team of Policy Analysts, Industrial Relations specialists and people with years of experience in rural communities. We work together to ensure the best possible results for farmers, rural and regional communities. We work hard to develop effective working relationships with key politicians and public servants to represent your farming concerns and to achieve effective legislation that benefits farmers in NSW.

Your challenge

In this newly created role you will create and implement a broad range of Marketing Communications plans to support the strategy of NSW Farmers, and develop and maintain relationships with commercial alliances. You must be someone with great passion and initiative who can work autonomously.

Your Responsibilities

In this diverse and exciting role you will:

- Create and implement Marketing Communications projects and plans
- Create and draft concepts and content for marketing and promotional activities such as brochures, flyers and promotional materials
- Draft and edit newspaper articles and member newsletters
- Develop membership marketing and communications campaigns
- Manage the content for the website
- Manage outbound member communications and promotions
- Develop templates consistent with the marketing strategy
- Maintain a database of all marketing material and its effectiveness
- Advertising research and management
- Analysis of relevant marketing research and data
- Networking with various stakeholders
- Increase the profile of the Association through marketing channels
- With the CEO, develop, maintain and service key commercial alliances
- Attract and maintain new corporate sponsorships for NSW Farmers and events such as field days
- Promote NSW Farmers at industry and political events

We are looking for

- Minimum 3 years experience in implementing marketing and communications
- Superior writing skills
- Ability to analyse relevant data
- High level verbal communication skills
- Someone who is ideas driven
- High level networking and relationship building skills
- Tertiary qualifications in Marketing, Communications, Public Relations or relevant

To apply

Applications including resume and cover letter to be sent to hr@nswfarmers.org.au

Applications close 5.00pm **Tuesday, 14 February 2011.**

Enquiries to Brianna Wheeler, Human Resources Manager on (02) 82511823.