



**HEREFORDS**  
Australia

## POSITION DESCRIPTION

<b>Position Title</b>	Marketing and Communications Manager
<b>Location</b>	Flexible
<b>Position Type</b>	Full time
<b>Reports To</b>	CEO
<b>No. of Direct Reports</b>	1
<b>Date:</b>	26 March 2025

### About Herefords Australia

Herefords Australia Ltd (HAL) is the national breed society representing 1,300 Hereford stud breeders across the country, focussed on driving unprecedented demand for Hereford genetics by enhancing the breed's reputation for productivity, profitability, and performance throughout the beef supply chain.

Hereford cattle are renowned for their exceptional fertility, longevity, growth rates, and high-quality carcasses, making them a preferred choice for commercial beef operations. Their adaptability in crossbreeding programs enhances key traits such as feed efficiency, productivity, and sustainability.

### Position Overview

The Marketing and Communications Manager is responsible for developing and executing Herefords Australia's marketing, communications, and public relations strategies. This role will play a key part in enhancing the brand, visibility, and reputation of the Hereford breed both nationally and internationally.

The Marketing and Communications Manager will create compelling marketing campaigns and communications content, manage media relations and digital platforms including website and social media, and engage with key industry partners and communities in close collaboration with the CEO, members and stakeholders.

The Marketing and Communications Manager will grow the brand of HAL, ensuring continued stakeholder engagement.

### Key Responsibilities

#### 1. Strategic Planning & Execution

- Develop and implement the HAL marketing and communications strategy aligned with the goals and objectives of HAL.
- Drive brand awareness and advocacy across multiple channels, including digital, print, social media, and events.

#### 2. Content Creation & Management

- Create content for marketing materials, publications, newsletters, websites, and social media platforms.
- Ensure consistency in messaging, tone, and branding across all communication channels.
- Create visually appealing and effective marketing collateral.

### **3. Digital Marketing & Social Media**

- Manage and grow Herefords Australia's digital presence, including website, social media, and online advertising.
- Monitor and analyse online performance, adjusting strategies as needed to enhance engagement and reach.
- Stay current with digital trends and tools to ensure innovative approaches.

### **4. Public Relations & Media Relations**

- Build and maintain relationships with media outlets, journalists, and influencers in the agricultural industry.
- Draft press releases, media statements, and pitches to secure positive media coverage.
- Coordinate interviews, events, and publications to promote the Hereford breed.

### **5. Event Management & Stakeholder Engagement**

- Plan and manage industry events and other promotional activities.
- Foster relationships with members, key stakeholders, including industry groups, and commercial producers.
- Represent Herefords Australia at industry events and liaise with stakeholders to ensure consistent messaging.

### **6. Budget & Resource Management**

- Manage the marketing and communications budget, ensuring efficient allocation of resources.
- Monitor ROI on marketing and communications efforts to ensure effectiveness and cost-efficiency.

### **7. Team Leadership**

- Lead and manage a small team.
- Provide guidance and mentorship to ensure high-performance and professional development.

## **Key Skills & Experience**

- 5+ years of proven experience in marketing, communications, or public relations, preferably in the agricultural or red meat industry.
- Strong understanding of digital marketing strategies, social media platforms, and content management systems.
- Excellent writing, editing, and communication skills.
- Ability to work in a fast-paced, dynamic environment and manage multiple projects simultaneously.
- Strong interpersonal skills and the ability to build and maintain relationships with stakeholders at all levels.
- Creative thinker with a problem-solving mindset.
- Experience in managing budgets and achieving measurable outcomes.
- A passion for agriculture and the red meat industry is highly desirable.

## **Essential Qualifications / Competencies / Attributes**

- Excellent marketing and communication skills, including highly developed writing, editing and content proofing skills.
- Ability to translate technical information into plain English.
- Excellent project management skills to ensure marketing and communication campaigns and collateral are delivered to deadline and are of the highest standard.
- Proven ability to manage media enquiries, develop and execute media plans and successfully pitch story ideas.

- Works well in a team and welcomes constructive feedback to continually improve work.
- Ideally has a strong understanding of Australia's red meat industry, its operations and major stakeholders.
- Tertiary qualifications in marketing and communications or related discipline.

**Travel**

The role is required to undertake some domestic and international travel and attend events outside of traditional work hours.