

Position Details			
Title	Marketing Consultant	Team	Marketing
Reports To	Marketing Manager	Direct Reports	Nil

Role Purpose
<p>Are you an marketing generalist with a passion for the livestock and agricultural industry in Australia? Do you love running events around Australia? Love writing and making content? Are you looking to join a company with an open door policy with the CEO, who supports encouragement and collaboration? Do you enjoy yoga or playing touch? If so then we have the perfect role for you!</p> <p>We're seeking a full-time Marketing Consultant to join an established agtech company with a start-up vibe located in the heart of North Sydney.</p> <p>As a Marketing Consultant you will have the opportunity to contribute to, influence and execute the company's marketing plan. You will also act as a brand guardian ensuring all marketing communications are on brand, whilst rolling out on brand campaigns across multiple channels including events, digital, social and press.</p> <p>Reporting in to the Marketing Manager, this fantastic opportunity would suit a great all-rounder who is not afraid to roll up their sleeves and is a great executor!</p> <p>Do you have and love:</p> <ul style="list-style-type: none"> • Event Management experience – tradeshow and industry events • Experience working across multiple channels like digital, social, print, radio • Strong writing skills across social media, blogs and content creation • Problem solver – able to analyse information and think logically • At least 2 years marketing experience ideally in an SME or start-up

Key Responsibilities
<p>Industry Event Management – 50%</p> <p><i>You'll be asked to co-ordinate some AuctionsPlus Events (including some sales events and our 'assessor accreditation schools', and to support tradeshow/industry events where the marketing team takes the lead in the arrangement.</i></p> <p><i>Fundamentally important is the 'pre' and 'post' communication leveraging of these events and the communication strategy that comes with this.</i></p> <p><i>You'll be responsible for:</i></p> <ul style="list-style-type: none"> • <i>Industry/Trade Shows preparation: attending and co-ordinating '1 month out' and '1 week out' planning meetings</i> • <i>An Event contact programme to ensure that we fully leverage the investment of each industry tradeshow before and after – 'key objectives' and 'what does success look like' as key focus – strong focus on key target customers and prospects and tactical follow-up for converting warm leads</i> • <i>Managing marketing collateral, stock levels and distribution of collateral to various tradeshows and events</i> • <i>Cost control responsibility for tradeshow/industry events budgets, including their associated travel/food/ancillary budget buckets (note this is to have 'oversight' of these costs and ensuring they're not overspent – you do not have to 'facilitate' each of these transactions. Accounts will do this)</i> • <i>There will be national travel required in order to attend and run these trades</i>

Engagement Communications Management – 50%

We need a concise and empathetic communicator, who is proficient in the use, maintenance and analysis of engagement of Facebook, Twitter, Instagram and Youtube – google analytics would be a plus.

Helping to develop a content marketing strategy that leverages our depth of data and expansive community base, streamlining and optimising the presentation and delivery of the content in a consistent manner, and helping to achieve greater syndication of our content.

Examples of our regular weekly/monthly engagement comms that you'll have responsibility for are:

- Produce our twice yearly 'Sale Day' magazine and ensure year-long leverage and engagement across our social and comms channels
- Monthly newsletters (facilitating using the 'mailchimp' email marketing platform – with support from the Graphic Designer)
- Social and Engagement, including uploading and management of Weekly Sheep Report Video, Weekly Cattle Report Video, TnM Show, our twice weekly Podcast across FB, youtube, twitter, Instagram handles and weekly/monthly engagement comms schedule
- Produce Print, Radio and digital ads copy
- Regular Social Media Engagement Posts/Updates
- If you have experience with SEO, Google Ads and other paid digital like re-targeting, Facebook and LinkedIn ads that would be a wonderful bonus – but by no means critical

Key Relationships

Type	Internal/External	Nature of relationship
Customers / Suppliers	External	Build positive relationships with customers and suppliers.
Internal customers	Internal	Market Operations – provide support and information as required Finance Product Development
Direct manager	Internal	Respond to information requests in a timely and accurate manner Communicate on progress, concerns and insights

Critical Requirements

1	Relationship Management. Excellent communication, presentation and organisational skills are crucial for success in this role, as are high levels of initiative, self-motivation and a positive, 'can-do', customer-focused approach.
2	Collaborative. Able to build strong collaborative relationships internally and externally.
3	Process & Planning. Able to plan and map out projects allowing plenty of time for preparation.
4	Communication. Able to convey information with clarity and impact both verbally and in writing.
5	Industry expertise. A knowledge and understanding of the agriculture industry.
6	Problem solving. Able to analyse information, think logically and solve problems.
7	Attitude. Self-starter capable of thriving in a growth stage company environment who is fearless on the phones, persistent, and accepting of rejection.
8	Adaptable. Able to easily adapt to changing priorities to meet customer and business needs.
9	Analytics. Understanding of key analytics and how to drive action and engagement from insights and trends
10	Design. Proven experience in web/visual and strategic communication design that is both conceptual and templated work
11	Turn-around. Ability to work in high-volume environment while maintaining high attention to detail
12	Strong attention to detail and art-working skills. Knowing the importance of getting artwork right from the beginning
13	Organisation skills. Management of graphic collateral and photographic assets
14	Liaison Skills. Negotiating quotes, maintaining procedures, production and controls to ensure the accuracy and timeliness of graphic assets ranging from catalogues, brochures, business cards, to large format POS for events and conferences

