

POSITION DESCRIPTION



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| Job title: | Communications and Media Officer |
| Term: | Ongoing, Part-time (3 days per week) |
| Mode: | Hybrid. Regular office-based work will be required. |
| Location: | Brisbane |
| Reports to: | General Manager, Marketing and Communications |
| Probation: | 3 months |
| Salary level: | \$90,000 per annum pro rata, plus superannuation |
| Work rights: | Unrestricted work rights in Australia for the duration of this appointment. |

ABOUT QFF

QFF is an influential member-based organisation that represents the interests of peak state and national agriculture industry organisations in Queensland, which in turn collectively represent more than 13,000 primary producers across the state.

At QFF we believe in a sustainable and profitable future for the agriculture sector and help our member organisations to support their individual members achieve this through advocacy, collaboration, leadership and research.

ABOUT THE ROLE

Reporting to the General Manager, Marketing and Communications, this role is responsible for supporting the delivery of strategic media and communications activity for the Queensland Farmers' Federation. This includes working alongside the Manager to develop strategic advocacy and project communications plans, and monitoring, evaluating, actioning and responding to QFF's media and communications operations and opportunities as they arise.

The position plays an integral role in proactively developing effective and appropriate messaging to support QFF's communications strategy and to assist the enhancement and protection of QFF's image, brand and reputation as Queensland's peak agricultural advocacy body. This role also supports the development and rollout of initiatives that support QFF's Corporate Partners Program. As a part of a collaborative and high performing QFF team, the role will be responsible for the day-to-day communications and media requirements of the organisation.

ROLES, RESPONSIBILITIES AND TASKS

- Work collaboratively with the General Manager, Marketing and Communications to evolve and deliver the QFF's strategic media and communications strategy and associated activities.
- Understand QFF's mission, objectives, policies and needs, to be well placed to develop communications material that will influence public opinion and/or promote policy positions and QFF's reputation in the market. This includes creating end-to-end strategic communications plan for campaigns (such as campaigns around federal and state elections, and key topical issues for the Queensland agriculture sector and farmers).
- Proactively seek opportunities with QFF's membership to develop joint media and communications campaign to align QFF and member advocacy priorities.
- Work with the General Manager and Corporate Partnerships Manager to deliver strategic activities alongside Corporate Partners that align with QFF's priorities.
- Proactively work with QFF's project teams to develop strategic communications plans for

their projects and produce their communications and media deliverables, ensuring alignment with QFF's objectives and style.

- Write and edit media releases and organisational publications for internal and external audiences, including weekly e-bulletin, project e-newsletters, quarterly e-newsletter, annual reports.
- Manage content for the website and social media channels.
- Undertake strategic planning and ensure delivery of communications activity on time and on budget.
- Produce, or coordinate the production of, visual, audio and written materials as required.
- Assist in the coordination of key annual events such as National Agriculture Day, QFF's Celebration of Queensland Agriculture EKKA event and the corporate partners networking events.
- Arrange interviews and public appearances of the CEO, President or other staff as needed.
- Assist with QFF's main phone line when necessary and be prepared to work flexibly as part of a dynamic team.

ESSENTIAL SKILLS AND ABILITIES

- An influential communication style that adapts to, and connects with, different types of audiences
 - *Strong* business writing skills
 - *Excellent* verbal skills
- A strong attention to detail with the ability to quickly and accurately understand and synthesise information - verbal, visual and written.
- Mature and sophisticated interpersonal skills and a commitment to being an active, positive team contributor.
- Practical experience in the use of web-based applications for communication e.g., Craft CMS, MailChimp etc.
- An understanding of communication principles and practices of social media and practical experience across a variety of platforms including LinkedIn, Facebook and Instagram.
- The ability to manage multiple tasks and work collaboratively across teams to meet competing deadlines.
- A positive, can-do attitude, a genuine interest in agriculture and a willingness to learn.
- Confident IT and Microsoft Office skills.
- Relevant bachelor's degree qualification in communications, public relations, or other relevant area e.g., public policy, marketing OR *equivalent* professional experience.
- C class driver's license.

DESIRABLE

- Graphic design e.g., via Canva, and basic video production and photography experience
- CRM experience, e.g. HubSpot
- Ability to use design software including InDesign, Photoshop, Illustrator, and video editing software.
- Understanding of advocacy and not-for-profit work.
- Constructively influence others to consider and support QFF policy positions.
- Set realistic but challenging personal performance goals.

Other duties:

Any other reasonable duties may be assigned that are consistent with the nature of the job and its level of responsibility. This job description is not prescriptive; it merely outlines the key tasks and responsibilities of the position. These key tasks and responsibilities are subject to change. Any significant changes will be made in consultation with the postholder.