

POSITION DESCRIPTION



QUEENSLAND
FARMERS'
FEDERATION

Job title:	Communications and Media Officer
Industries:	Agriculture, Not-for-profit
Mode:	Full time, ongoing
Reports to:	Corporate Partnerships and Media Manager
Salary level:	\$80,000 per annum plus superannuation
Residency status:	Australian citizen or permanent resident

ABOUT QFF

We are 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 Corporate Partnerships and Communications Manager, this role is responsible for monitoring, evaluating, actioning and responding to QFF's media and communications operations and opportunities. The position will be hands on in the development of 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. 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.

What you'll do

- Work collaboratively with, and under the direction of, the Corporate Partnerships and Communications Manager, to communicate the operations of QFF in line with the organisation's strategic communications plan
- Understand QFF's mission, objectives, policies and needs, to be well placed develop communications material that will influence public opinion and/or promote policy positions and QFF's reputation in the market
- Work with project managers to 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, monthly membership e-newsletter, annual reports
- Manage content and platforms for the QFF website (WordPress) and social media channels
- Produce, or coordinate the production of, visual, audio and written materials as required
- Assist with event management of key annual events such as National Agriculture Day, the EKKA 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

What you'll bring - the essentials

- An influential communication style that adapts to, and connects with, different types of audiences
 - *Strong* business writing skills
 - *Excellent* verbal skills
- 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., WordPress, MailChimp etc
- An understanding of communication principles and practices of social media and practical experience across a variety of platforms including LinkedIn, Twitter, 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, OR *equivalent* professional experience
- C class driver's license

Nice to have

- Graphic design e.g., via Canva, and basic video production and photography experience
- Ability to use design software including InDesign, Photoshop, Illustrator, and video editing software

What we can offer you

- Hybrid working with flexible working conditions as negotiated with the CEO
- Key role in a growing high-profile organisation with exciting career development opportunities
- A competitive remuneration package and other benefits
- The opportunity to work with a diverse and engaged group of people to make a difference in the Queensland agricultural sector

How to apply

At QFF we are passionate about driving change to benefit our member's businesses, their families and communities, their industry and the environment. We are widely acknowledged as one of the most influential and respected advocacy groups in Queensland.

If this role appeals to you, please email your application to the CEO at qfarmers@qff.org.au with subject line **SURNAME - Application - Communications and Media Officer**, and the following attachments:

1. Cover letter in Microsoft Word format
2. Resume in Microsoft Word format

Applications close **12pm on Friday, 13 January 2023**. Applications will be assessed as they come in. Interviews will be held in the week starting Monday 16 January 2023.