



MARKETING & COMMUNICATIONS COORDINATOR

Beef Australia Limited stages a major international Beef Exposition in Rockhampton every three years. The 11th Expo will be held May 6-12, 2018.

Beef Australia is seeking an experienced professional for the challenging and exciting role of Marketing & Communications Coordinator.

The Marketing & Communications Coordinator is responsible for the promotion of the Beef Australia 2018 Expo (May 6-12) with an aim to maximise attendance, maximise awareness and maximise benefits to the Australian Beef Industry and the local Central Queensland community.

Key Responsibilities:

- Oversee and manage the Beef Australia 2018 Marketing & Communications Plan
- Organise and place all Beef Australia advertisements – print, television, radio & other
- Organise and place all social media posts including Facebook, Twitter, Instagram, Snapchat, LinkedIn, Youtube and provide social media statistics
- Manage the Beef Australia website and provide website traffic analysis
- Produce E Newsletters and maintain the E Newsletter database
- Draft and distribute all Media Releases and maintain contact list
- Draft Chairman's and other Beef Australia representative's speeches
- Generate PR opportunities
- Assist with Beef Australia 2018 launch functions and other media events
- Assist with the coordination and promotion of Competitions
- Assist with the promotion of Beef Australia Membership

- Work with the Sponsorship Coordinator to fully leverage opportunities with sponsors and in particular media sponsors and key stakeholders to promote Beef Australia 2018
- Work with other staff and Beef Australia stakeholders to maximise media exposure for their functional areas and activities
- Participate on the Community Engagement Committee and work to engage with the local community and aligned events
- Coordinate the production of the Official Program and other printed collateral including flyers and posters and promotional material including flags and banners
- Manage media accreditation for Beef Australia 2018 and media relations during Beef Australia 2018
- Oversee Crisis/Issues Management
- Assist with the Economic Impact Study of Beef Australia 2018
- Manage Beef Australia 2018 media monitoring
- Coordinate photographers and TV production for Beef Australia 2018
- Manage Beef Australia 2018 merchandise
- Manage the Beef Australia 2018 phone app

Key Criteria:

- A knowledge of the Australian Beef Industry is highly desirable.
- Tertiary qualifications, preferably in event management, marketing or media studies or demonstrated equivalent experience, knowledge and skills.
- Two years' experience in major event planning & delivery and/or marketing, communications or public relations.
- High level marketing skills across all mediums including brand development and digital marketing practices.
- High level computer literacy across Microsoft Office suite and a sophisticated understanding of social media.
- Ability to change priorities and remain productive in a fast-paced work environment.
- Strong negotiating skills.
- Well presented with a professional manner.

- Exceptional written and communication skills.
- Ability to work autonomously and within a team as required.
- Exceptional attention to detail.
- Ability to Work Within Beef Australia Budget and Financial Frameworks.
- Flexibility and commitment required to deliver a Major Event.
- Honesty and Integrity.

An attractive package will be offered to the successful candidate.

Note this is a fixed term contract with a start date of Thursday, January 19, 2017 and concluding on June 29, 2018.

A Position Description is available upon request.

Applications close: Friday, November 18, 2016.

Email applications to denis@beefaustralia.com.au or post to Chief Executive, Beef Australia PO Box 199, Rockhampton QLD 4700.