

Job description

Position	Marketing Communications and Events Specialist
Classification	Common Law Contract
Award agreement	Not applicable
Location	1D Roydhouse Street, Subiaco 6008
Positions supervised	0
Supervisor	General Manager – Strategy & Communications
AEGIC's Purpose	To increase value in the Australian grains industry
AEGIC's Vision	Australia's leading organisation for market insight, innovation and applied solutions for the grains industry

1 Functions of the position

This role is responsible for managing AEGIC's digital presence and supporting the delivery of high-impact events and project communications.

The Marketing Communications and Events Specialist uses their extensive marketing communications and digital skills to build and promote AEGIC's brand and presence within the Australian grains industry and with our international customers.

Key functions:

- Manage and maintain AEGIC's digital communication channels including our website, intranet, and social media accounts. Utilising tools and platforms such as WordPress, website CMS, SharePoint, Humanitix, sprout social, Mailchimp and Google Analytics.
- Proactively plan and deliver engaging and compelling content for social media posts, website content and email campaigns to promote our services and the people who deliver them.
- Support the planning and delivery of communication deliverables for key AEGIC events including international seminars, technical webinars, workshops, and stakeholder engagement activities.

The position plays a key role in evolving AEGIC's brand and communicating our key messages, what we do, and our project outcomes and outputs.

This position contributes towards achieving AEGIC's vision to deliver market support, trusted insights, education and solutions that unlock opportunities, drive growth, and create enduring value for the Australian grains industry. and will positively contribute to the development and maintenance of AEGIC's organisational values and culture.

2 Key duties and responsibilities

2.1 Digital channel management

- Manage AEGIC's social media presence by:

- planning topical, timely and integrated social media campaigns to enhance AEGIC's reputation and provide valuable information to audiences; and
- creating social media content e.g., photos, infographics, videos, animations, stories and other material.
- Manage website and intranet content and design, monitor website traffic and engagement, and adjust as necessary to improve performance
- Coordinate mass e-mail functionality, using best practices in A/B testing, and landing page optimisation to target conversion and analyse data to determine campaign efficiency.
- Develop digital campaigns that create and maintain high customer interaction, engagement, and loyalty levels. Continuously improving our digital marketing efforts to drive conversions and brand awareness. Provide electronic survey support using software like SurveyMonkey. Analyse and capture metrics relating to AEGIC's digital marketing activities, reporting on marketing engagement levels across all digital platforms.
- Collaborate with external partners, such as agencies to execute digital marketing activity and achieve business objectives.
- Work with internal teams to translate technical and research-based information into accessible content for target audiences.
- Demonstrated understanding of customer journeys, lead generation, nurturing, and conversion principles and the ability to identify optimal channel mix.

2.2 Events communications and project support

- Collaborate with project leads to plan and implement tailored communication strategies for AEGIC-led events and project activities.
- Develop event-related communications such as promotional materials, invitations, registration pages, presentation support materials, and post-event content (e.g. wrap-up videos, social media posts, eDMs).
- Maintain event communication timelines and project plans to ensure deadlines are met and deliverables are of a high standard.
- Provide on-the-ground support at in-person and virtual events as required.

2.3 Brand and Communications

- Manage, contribute to, and evolve employee communication channels to ensure they are fit for purpose and effective.
- Prepare engaging and creative content for organisation-wide communication channels.
- Work with other members of the strategy and communications team to help manage the organisational communication calendar, ensuring communication outputs are timely, engaging, cohesive and impactful.
- Provide quality control and editorial support to project managers for AEGIC communication products such as presentations, publications, and reports.
- Ensure consistency of branding and adherence with our style guide across AEGIC products.

2.4 Our values

- Act in accordance with AEGIC's values demonstrating the behaviours defined in our values touchstone.

2.5 Other

- Other duties as required.