

POSITION DESCRIPTION	
Position Title	Publications & Digital Coordinator
Job Type	Fixed term contract - Full time
Reports to	Manager, Communications/Philanthropy
Location	Head Office – Magill
Date of Issue	28 June 2021

OVERVIEW
<p>Rural Business Support (RBS) Is a leading not-for-profit provider of services and independent support for the benefit of rural and regional people and their communities. Our Programs and services assist people to be resilient in the face of change, risk, and business challenges. Through delivery of financial counselling services for primary producers and small business owners and our proactive Farm Business Management Programs, we partner with government, industry, and likeminded organisations to inform and inspire the people we work with to take action to improve their financial wellbeing.</p> <p>RBS provides benevolent assistance, confidential services and independent support that alleviates distress and enables rural people to prepare for business risks and be resilient in managing business challenges.</p> <p>Our Vision A competitive, profitable, and resilient primary industry sector.</p> <p>Our People Our business is built on the experience and reputation of our people who are adaptable and responsive to the needs of our clients. Our success is based on our ability to actively seek out innovation, opportunities, and partnerships to achieve client outcomes. In short, we get things done.</p> <p>Our Clients We support primary producers, small business owners and rural communities in financial hardship, or other challenging circumstances, who are seeking independent, credible, and professional support.</p>

PURPOSE
<p>In this role you will be responsible for designing and creating publications, marketing collateral, email marketing, website content, media releases, and social media for Rural Business Support and the Agricultural Bureau of South Australia.</p> <p>There will be some client-facing brand development and stakeholder communication required, providing the opportunity to work directly with several program managers/ stakeholders who deliver positive and transformational change to individuals living in rural and regional Australia.</p> <p>In addition, you will have the opportunity to use your design skills to drive the success of our charity arm through major giving campaigns and the creation of support documentation for private presentations.</p> <p>As a creative all-rounder, you will build and influence brand continuity across all levels of the organisation, including supporting services.</p>

RESPONSIBILITIES AND DUTIES	
OUTCOMES	JOB SPECIFIC STRATEGIES
Online Communications	<ul style="list-style-type: none"> • Maintain and regularly update the RBS website including generating and sourcing relevant content of value to external stakeholders and clients. • Manage, update and monitor the use of social media channels to communicate key messages with clients and stakeholders. • Prepare and disseminate at least quarterly e-newsletters to stakeholder and client groups. <p>Per the service agreement between RBS and the Agricultural Bureau of SA:</p> <ul style="list-style-type: none"> • Regular updates to the Bureau’s Facebook and Twitter accounts • Maintain the Ag Bureau website hosted by the University of Adelaide • Collate and disseminate the Bureau’s quarterly e-news
Stakeholder Communications	<ul style="list-style-type: none"> • Shaping and disseminating information for stakeholder communications channels including e-newsletters, websites, and social media, utilising existing RBS and key stakeholder content. • Responding to requests for promotional content from stakeholders and RBS staff and providing this information in consultation with the Manager, Communications/Philanthropy. • Composing EDMs in Mailchimp to alert stakeholders to new RBS programs, staff, and services.

RESPONSIBILITIES AND DUTIES	
	<ul style="list-style-type: none"> • In consultation with the Management Team, sourcing and writing case studies for inclusion in stakeholder communications. • Assist with the updating of the RBS website as required.
Stakeholder Engagement	<ul style="list-style-type: none"> • Assist the Manager, Communications/Philanthropy with the following: <ul style="list-style-type: none"> - Developing and maintaining cooperative relationships with internal and external RBS stakeholders spanning the Board, government, business, industry, community group and charity sectors. - Confirming/establishing the most appropriate contacts to receive RBS promotional information within stakeholder groups and cultivating these relationships to maximise promotional opportunities and, ultimately, benefits for RBS clients. - Develop Case of Support and other documentation/online communications for the Relief Fund
Other Communications Support Projects	<ul style="list-style-type: none"> • Working with the Manager, Communications/Philanthropy, assist with development and implementation of the new RBS Communications Strategy 2025 and Style Guide. Along with the development of communication strategies for major projects. • Support the Manager, Communications/Philanthropy with grant applications, government submissions, stakeholder engagement surveys and board reporting.
Public Relations, Events and Sponsorships	<ul style="list-style-type: none"> • Together with other staff, produce/update printed collateral and presentation material networking events, stakeholder meetings, workshops, community forums and Field Day presentations. • Maintain a database and email distribution list of RBS stakeholders and supporters. • Contribute to ensuring value for money with RBS existing sponsorships.
Publications	<ul style="list-style-type: none"> • Assist in the preparation and presentation of key communications documents, including the Annual Report, Year in Review, promotional fliers and brochures and the RBS Strategic Plan • Evaluate all advertising enquiries and when required, manage the production of relevant advertising material. • Assist in preparing other publications, such as factsheets, reports and submissions, for example by providing editing support and strategic advice.

RESPONSIBILITIES AND DUTIES	
	<p>Per the service agreement between RBS and the Agricultural Bureau of SA:</p> <ul style="list-style-type: none"> • Assist with the preparation and presentation of the Bureau's Annual Report
Teamwork and Collaboration	<ul style="list-style-type: none"> • Provide support for the Bureau's annual awards event and AGM as well as the RBS staff conferences • Provide recommendations for the continuous improvement of the communications strategy and communications plan. • Provide communications support to the development of strategies for new business programs and services. • Participation in weekly staff meetings and working as part of the Magill head office team. • Participate in monthly all staff meetings via Microsoft Teams. • Facilitate regular internal communications with staff. • Assist with development and implementation of the new RBS Communications Strategy 2025 and Style Guide. • Other duties as required by the Manager, Communications/Philanthropy.

SPECIAL CONDITIONS
<p>Infrequent intrastate and interstate travel may be required. The incumbent shall commit to ongoing professional development. Some after-hours work may be required. The incumbent must hold a current valid driver's licence.</p>

KEY STAKEHOLDERS
<p>This position reports to the Manager. Communications/Philanthropy Officer and does not include any supervisory duties. The incumbent will be required to maintain:</p> <ul style="list-style-type: none"> • regular communication with the Manager, Communications/Philanthropy, the Magill office, and regional staff. • professional relationship with partners and stakeholders

SKILLS AND EXPERIENCE
<ul style="list-style-type: none"> • Tertiary qualifications in graphic design and communications or media with minimum of 2 years' experience in a similar role.

- Customer service orientation developed from client-side or agency experience, and able to work to a brief to deliver material that will best meet the objectives of our stakeholders.
- Demonstratable experience working on multiple projects and brands at any given time.
- Experience in the end-to-end campaign management including social media accounts, content curation, community management and influencer management.
- Knowledgeable in all facets of social media platforms, scheduling systems (e.g., Hootsuite/ Hub spot) CRM tools (e.g., Salesforce, Mailchimp) and website CMS platforms (e.g., Wordpress).
- You LOVE graphic design, with proficiency in the Adobe CC Suite and tools such as Canva, photography retouching and basic video editing skills.
- Experience interpreting metrics and able to use data to report on campaign impact, adjust strategy to achieve better results and report on return on investment.
- Strong skills in copywriting or journalism with experience in taking on the voice of distinct brand personas.
- Robust skills as a copy editor and proof-reader with a keen eye for grammar.
- Demonstrated success working autonomously or in a small team. Personal or professional experience in agriculture / farming or rural settings would be advantageous.

AUTHORITY TO ACT

The occupant of this position is authorised to act within the limitations and delegated authorities outlined in the RBS Policies and Procedures Manual.

By signing this position description, you are acknowledging that you understand the requirements of the position, the standard of conduct expected of all employees and your understanding of the Employee’s responsibilities under WHS legislation:

Name

Date

Signature

Date

Signature
 Manager, Communications &
 Philanthropy

Date