

POSITION DESCRIPTION

Channel Manager

POSITION DETAILS	
Position Title:	Digital Content Officer
Location:	From home with access to Sydney CBD office
FTE:	1FTE – 10-month Maternity Leave cover
Reports to:	Chief Communication & Marketing Officer

About

Food Agility CRC invests in world-leading research that is changing the way we produce, supply and consume food. With our partners, we create new data-driven technology for the agrifood industry, using AI, robotics, blockchain, sensor, advanced data analytics and more.

Our mission is to make Australia's agrifood system more profitable, sustainable and globally competitive. Our partnership network spans the Australian agrifood and agtech industries and includes eight leading universities. We are funded by our partners and by the Australian Government through its Cooperative Research Centre Program.

Position Description

The Digital Content Officer builds an engaged online audience that knows, understands and trusts the Food Agility and AgTech Finder brands. This role is responsible for managing our digital channels and developing compelling creative content. The DCO will also be able to translate complex science and technology for a wider audience, spot communication opportunities and build relationships across the business and partner network.

Key Accountabilities

- Plan and manage Food Agility and AgTech Finder social media accounts
- Create compelling and engaging digital content (videos, tiles etc)
- Produce regular electronic newsletters
- Keep the Food Agility and AgTech Finder websites updated
- Manage the digital asset library
- Help design content for events and support event delivery
- Teach other staff how to maximise their online profiles
- General communication for research projects

Key Challenges

- Distilling complex information into clear, compelling, digital stories
- Working across the team and partners to identify content opportunities
- Working independently to manage channels and generate content ideas
- Understanding the different interests and motivations of partners and the broader industry / research environments
- Managing the expectations of diverse stakeholders

Key Relationships

- Internal
 - Chief Communication and Marketing Officer (direct manager)
 - Event Co-ordinator (team member)
 - Food Agility Senior Leadership Team
- External
 - Communication contacts at partner organisations
 - Project leads
 - Agtech businesses and experts
 - Farmers / producers
 - Service providers and creative agencies

Role Dimensions

Authority

Tasks are to be performed under the broad direction of the Chief Communication & Marketing Officer. The position involves a high degree of autonomy and initiative.

Reporting line

- Chief Communication and Marketing Officer

Direct reports

- None

Attributes and Capabilities

- Effective communicator and storyteller
- Synthesises complex information and multiple perspectives
- Able to manage and prioritise a multitude of tasks
- Role models authentic conversation
- Influences others

- Leads with perception and composure
- Generates ideas

Key Selection Criteria

- A degree in communication, marketing or related discipline
- At least 3 years' experience in a digital media role
- Digital content production skills (eg. video editing & design)
- Excellent writing skills and verbal communication style
- In-depth, practical understanding of a variety of social media channels
- Photography and videography experience (preferred)
- Experience with video editing software (iMovie, Final Cut Pro or similar)
- Confident using Adobe Suite (Photoshop, InDesign) and Canva
- Great organisational skills and attention to detail
- Ability to work to deadlines
- Ability to maintain good working relationships with a range of partners
- Experience in/knowledge of agriculture and/or technology sectors an advantage