



POSITION DESCRIPTION | Communications and Business Administration Officer

The primary industries sector is a dynamic, exciting and critical part of the Australian economy. Our way of life depends upon the success and resilience of the sector. However, the sector is facing many challenges, not only from competitive markets, unfavourable seasonal conditions and declining terms of trade but, increasingly, from poorly informed community attitudes to land and water use and to modern production practices. Compounding these difficulties is the growing disconnect between city and country.

The role of the Primary Industries Education Foundation Australia (PIEFA) is to implement a unique and innovative strategy to address a well-documented issue: the need for Australia to understand and value its primary industries. Australia's primary industries, governments and education sector have a vital chance to collaborate through PIEFA in the attraction and retention of young people to pursue careers in primary industries and in raising awareness in our community of how rural resources are managed and safe, high quality products are delivered.

PIEFA also represents a ground-breaking cross industry collaboration on issues that affect the whole primary industries sector. Backed in industry and education by passionate, visionary people and organisations which believe in the importance of breaking down the rural/urban divide, PIEFA will promote better learning about primary industries in Australian schools.

PIEFA is governed by an independent, skills-based Board of seven members led by a Chairman elected by the Board. The Chief Executive Officer provides leadership and management to the Foundation and is accountable to the Board through the Chairman.

About the Position:

The Communications and Business Administration Officer is responsible for managing PIEFA's internal and external communications. The incumbent must be enthusiastic and details focussed; ready to join our small but busy team. This role is responsible for the planning and delivery of the organisation's overall marketing and communications strategy, assisting the CEO in meeting targets, and in maintaining relationships with PIEFA's partner organisations. They are also responsible for key administration tasks, including coordinating financial processes, managing memberships and contacts databases and ensuring a high level of administrative support for the CEO.

Position Purpose:

This position exists to ensure that the Foundation makes the distinctive contribution to industry, educators and government, set out in the Strategic Plan, which is to realise the vision of PIEFA to assist with increasing the value of Australian food and fibre production is embedded in the national psyche. To also deliver against its Mission: To inform students, teachers and the broader community about the primary industries and the career opportunities which they offer.

Key responsibilities:

MEDIA & COMMUNICATIONS

- To assist the CEO to conceptualise, develop and implement an annual marketing and communications plan and strategy for PIEFA, ensuring objectives are clearly defined and executed to a high standard and to deadline
- Develop, prepare and review internal and external communications material including media releases, articles, promotional material and website and social media content
- Manage PIEFA's online presence by sourcing content for EDM's, generating, scheduling and publishing material for websites and social media channels
- Track analytics and create monthly reports detailing use and growth of website and social media accounts and provide monthly reports to the CEO with recommendations for improvement
- Maintain digital media archives including photos and videos
- Lead and facilitate updates and changes to the content of PIEFA websites:
 - Use the Foundation's CMS platforms to implement website updates and amendments across all PIEFA websites
- Support the CEO in developing and preparing grant applications that effectively address criterion and position PIEFA to be successful in gaining further grant funding
- Work with the CEO to develop environmental scans and notes for Board Directors and the CEO
- Advising and managing media strategy and responses if/when a significant event occurs
- Act as the point of contact for any media agencies, at relevant events or activities that impact PIEFA
- Provision of professional and proactive communication (verbal and written) at all times which is aligned to PIEFA's vision
- To actively engage with all relevant key stakeholders associated with the role
- In conjunction with the CEO, develop a set of KPIs related to the position description, that will be reported against on a quarterly basis

ADMINISTRATION

- Utilise high-level interpersonal and communication (written and oral) skills to effectively engage stakeholders and clients
- Assisting with day to day operations of the PIEFA office
- Providing administrative support to the CEO, Education Officers, Newsletter Editor and external contractors
- Be responsible for logistics planning and organisational support for PIEFA board meetings, conferences, events and external conferences and events
- Active and cooperative participation of the PIEFA team to facilitate quality outcomes
- Overseeing financial transactions - accounts payable and receivable - as required
- Contribute to the development and maintenance of PIEFA's management policies
- Respond to member and external enquiries via telephone, email and in person
- Manage memberships, subscriptions and contacts database

Qualifications, Skills and Experience:

Essential

- Demonstrable experience in communication planning and execution
- A relevant qualification in marketing, media or communications or similar, or relevant experience in a similar position.
- Knowledge of website CMS platforms to create, edit and publish web content
- Strong design skills and experience
- Strong communication skills
- Experience as an administrator or Executive Assistant
- A strong attention to detail and can work to deadlines on concurrent projects
- An ability to work autonomously and as part of a team
- An ability to take direction and deliver tasks to a high standard

Desirable

- An understanding of the agriculture and education sectors
- Experience in government, non- government or not for profit communications and administration settings.
- Located in the Hawkesbury/Western Sydney region and able to work from home.

PRINCIPAL ACCOUNTABILITIES

Summary:

The Communications and Business Administration Officer will manage internal and external communications for PIEFA and associated tasks that will result in a broader audience and greater brand awareness of the Foundation. The role is also responsible for managing key Foundation administration responsibilities, ensuring obligations are met in a timely manner.

Key Relationships:

The Communications and Business Administration Officer will be responsible for:

- Assisting in developing and maintaining relationships between the Foundation and external stakeholders
- Liaising with service providers

Governance and Accountability:

The Communications and Business Administration Officer will:

- Effectively manage the resources of the Foundation in accordance with Foundation policy
- Ensure compliance with relevant statutory obligations
- Advise and keep the CEO informed on risk and other relevant matters

Promotion:

The Communications and Business Administration Officer will be expected to, with the guidance of the CEO, promote the Foundation and its operations.

Confidentiality and Conflicts of Interest:

The Foundation expects the highest professional standards from those who work on its behalf. The Media, Communications and Administration Officer must declare any conflicts of interest to the CEO with respect to any work undertaken or that is proposed.

Travel:

The Employee may be required to travel within Australia. Travel will be on an actuals basis and reimbursed by PIEFA on the production of tax invoices and receipts.

Office Arrangements:

The Communications and Business Administration Officer will undertake work for the Foundation from their own premises/home as a flexible 'work-from-home' arrangement.

Administrative Support:

The Foundation operates a cloud-based data storage and management system. Appropriate access will be given on a need's basis.

Computer and mobile phone arrangements will be negotiated on a need's basis.

Annual Performance Review:

You will be subject to an annual review of your performance. This includes but is not limited to the following:

1. **Compliance with the roles and duties outlined in the above Job Description.**
2. **Safety**
The Foundation is committed to ensuring the safety of the working environment for its employees, students, contractors and guests, and their health and welfare.
3. **Annual Salary Increase**
An annual increase may be given as part of the annual review against the Position Description and performance against KPIs, at the discretion of the employer and is not guaranteed.