



Marketing & Communications Manager Position

MerinoLink Limited

Position Description

- The MerinoLink Marketing & Communications Manager will report to the MerinoLink Limited CEO.
- The MerinoLink Marketing & Communications Manager will work closely with the CEO, developing a clear work program and achievable milestones to promote the continued growth and development of MerinoLink Limited.
- The MerinoLink Marketing & Communications Manager is responsible for the marketing and communication of MerinoLink Limited activities.
- Time commitment is estimated at 1 day per week for normal duties; potential to require more time during peak times such as the annual conference.
- Remuneration – to be negotiated.
- The location of work can be flexible.

Responsibilities

1. Coordinate the annual MerinoLink conference

- a. Work with a member organising committee
- b. Identify and engage sponsors and funding opportunities
- c. Develop the conference program in conjunction with the organising committee
- d. Prepare and oversee the conference budget
- e. Manage venue logistics
- f. Manage conference registrations

2. Project sponsorship

- a. Identify sponsorship and funding opportunities
- b. Organise and coordinate sponsorship agreements

3. Manage the MerinoLink website; Facebook page; Twitter account

- a. Update on a regular basis with new activities; member stories; project updates
- b. Expand to incorporate the growing nature of MerinoLink
- c. Generate Youtube videos of current and future projects to use on social media to promote MerinoLink.

4. Membership communication

- a. Coordinate the quarterly newsletters
 - i. Source advertising
 - ii. Coordinate article contributions
- b. Member surveys to identify issues, needs and gain feedback
- c. New member recruitment and communication

5. Marketing and promoting project outcomes

- a. To members
- b. To the wider industry

6. Attend MerinoLink Board meetings when required

7. Other activities as directed by the MerinoLink CEO and Board

Essential requirements

- (i) Highly developed communication skills
- (ii) Strong organisational skills
- (iii) Event management skills
- (iv) Marketing skills
- (v) We prefer a self-motivated person
- (vi) The ability to work unsupervised and within a team environment
- (vii) An Understanding of rural issues (not essential however desirable)
- (viii) Multimedia skills – email, website, Youtube, Facebook, Microsoft (Word; Excel; PowerPoint; and Publisher)

Duration

12 month contract (3 month probation); renewable after 12 months

For more information contact

Sally Martin, MerinoLink CEO M: 0400 782 477; E: sallymartin777@gmail.com