

# CALL FOR EXPRESSIONS OF INTEREST



## Brand Officer

Do you want a rewarding career working in a business recognised for the great culture they have and the quality of the people who work there?

Would you like a position which offers interesting challenges and allows you to be creative and think strategically?

Are you interested in supporting industry leaders and participating in innovative projects to promote our company brand?

Do you want to work with a team of motivated professionals, who enjoy coming to work and take pride in what they do?

### Do the following statements also describe you?

- Enjoy finding practical solutions to complex problems
- Thrive on working within a team environment, but also take responsibility for your own performance
- Have a strong sense of professional integrity
- Work efficiently and effectively but like to have some flexibility about when and where you work
- Have an entrepreneurial streak, or see opportunities where others see obstacles
- Have the desire to continue to learn and stretch yourself

### If this sounds like you, Pinion Advisory may have an opportunity for you as a Brand Officer.

Our business is growing, and we have a great opportunity for a motivated Brand Officer to join our team and grow with us as our business grows.

This person will have 3-5 years' experience in desktop publishing, graphic design or marketing.

The following information provides a detailed outline of the necessary skills, experience and duties required for this position.

# CALL FOR EXPRESSIONS OF INTEREST

## Essential criteria

- A tertiary qualification in desktop publishing, graphic design or marketing and/or three to five years' demonstrated experience in a similar role
- Advanced knowledge in the use of Adobe applications, specifically InDesign, PhotoShop and Illustrator
- Demonstrated experience in the use of social media for marketing purposes
- High level computer skills, including Microsoft Office software
- Excellent oral and written communication skills with the capacity to communicate effectively with people from diverse backgrounds and cultures
- Demonstrated commitment to teamwork and the construction of a supportive, collaborative work environment
- Ability to work autonomously and effectively within a team
- Excellent attention to detail
- Ability to work effectively under pressure and to tight deadlines
- Accurate and systematic approach to work, with the ability to prioritise competing tasks
- Excellent organisational and time management skills
- Ability to maintain a customer service focus

## Key responsibilities

Duties of the Brand Officer will include, but not be limited to, the following:

- In conjunction with the Brand Coordinator, produce marketing material and communications such as newsletters, flyers, fact sheets, brochures and workbooks
- Apply knowledge and skills in the development, set up and tracking of brand promotions and marketing initiatives on various social media platforms
- Assist with content management for the company website
- Work with project leaders to assist in the development and implementation of targeted project marketing campaigns
- Assist in the development and maintenance of the company Style Guide and templates

# CALL FOR EXPRESSIONS OF INTEREST



- Train employees in the use of the branded stationery and templates according to the Style Guide
- Assist in the organisation and production of branded items such as stationery, uniforms and other merchandise
- Provide administrative support as required
- Undertake other duties as directed by management within the scope of the incumbent's qualifications, knowledge, skills and experience

## More information

This is a full-time, permanent position, preferably located in South Australia, however other locations within Australia will be considered for the right applicant.

We are looking for a team member who will be flexible, adaptable, enjoy a diverse workload and be willing to learn. The right person will fit and thrive within our Business Operations team.

Our Brand Officer plays a significant role in the development and maintenance of our company website and our presence on a number of social media platforms.

This position will touch on all aspects of our business, working with and supporting consultants across Australia to produce marketing material to promote the service areas within our business, various functions and events, and provide information through fact sheets and newsletters.

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## More about Pinion Advisory

Pinion Advisory is a leading nationwide independent consulting business specialising in agribusiness and agricultural production, water resource development and environmental management.

Our business was established in July 2020 following the merger of three pre-existing businesses, Rural Directions, Macquarie Franklin and Sunraysia Environmental, and is now part of a global consulting organisation, which includes US company Pinion Global. On 1 January 2022 HydroPlan became part of the Pinion Advisory family, supplementing the service offering of our Water Resources team, bringing additional expertise in the design and construction of irrigation projects across golf and recreation, horse racing, local government and rural water utilities.

Pinion Advisory combines the complementary skills and capability of the merged businesses, to give increased geographic spread and technical capability across Australia, with offices in every state.

Our diverse team offers a vast array of skills, knowledge, insights and experience. With over 75 consultants, our team have formal training in either agriculture, environment, commerce, agribusiness, engineering, irrigation, people and culture, extension and education. We have a commitment to developing people and have a recognised graduate program.

The depth of our team results in the delivery of services that are holistic, best practice and tailored to meet client needs. Our service offering ranges from soils and environmental monitoring, agronomy and water management, through to grain marketing, business and people management.

We have a strong focus on collaboration, both internally and with our clients. Sustainability underpins the work we do, both with our clients and within our own business and our client outcome is to create profitable, sustainable, enterprising clients.

If you are interested to learn more about Pinion Advisory, please explore our website: <https://www.pinionadvisory.com/>

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## What we offer

We provide a unique environment that blends the best of a professional workplace with a friendly and helpful culture.

The successful applicant will be offered:

- An attractive salary package
- Flexible working arrangements, enabling our team members to enjoy their personal pursuits whilst also delivering excellent service
- A positive work environment with a culture that embraces diversity and encourages employees to be themselves
- The prospect of being part of a leading, independent national organisation with international connections

If you wish to have a confidential discussion regarding the specifics of the role, please contact Brenton Greenslade on 0417 985 329.

## How to apply

To apply for this position at Pinion Advisory, please email the following information to [kwoodrow@pinionadvisory.com](mailto:kwoodrow@pinionadvisory.com)

- A cover letter of no more than two pages, outlining your demonstrated skills and experience addressing the essential criteria, who you are and why you think you would be a good fit at Pinion Advisory
- Your current CV outlining relevant training, experience and contact details (maximum of two pages)
- Details of two referees we can contact

Please ensure **Job ID PAHR234** is quoted in all communications.

The **closing date for applications is 31 May 2023**, however, we reserve the right to conduct interviews and appoint a candidate to the position prior to the closing date.