

# CALL FOR EXPRESSIONS OF INTEREST



## Marketing and Communications Manager

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 brand and achieve our company goals?

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 Marketing and Communications Manager.

Our business is growing. We operate in every state in Australia and have strong international connections as part of a global consulting network and we have a great opportunity for a motivated Marketing and Communications Manager to join our team and grow with us as our business grows.

This person will have at least eight years' experience and recent involvement in marketing strategy development and implementation. The following information provides a detailed outline of the necessary skills, experience and duties required for this position.

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## Essential criteria

- A tertiary qualification in marketing and/or communications.
- Substantial (e.g. eight years plus) and recent experience in marketing strategy development and implementation within a service-based business.
- Marketing experience in agricultural, water or environmental industries.
- A high level of experience using social media platforms and other relevant communication technologies in situations similar (or relevant) to Pinion Advisory.
- Sound understanding of and experience with the target audiences with which Pinion Advisory communicates (including agricultural industries, producers, corporates, utilities, government, etc.).
- Experience in developing a range of communication products (e.g. plans, podcasts, newsletters, social media content, case studies, marketing brochures, capability statements, etc.).
- Strong writing skills to assist in the development of external and internal facing written materials.
- The ability to manage and coordinate a small team of people, located at various offices around Australia.
- Experience in developing and implementing an internal company communications plan.
- Experience with CRM systems and utilisation of CRM for communication and marketing activities.
- Exceptional verbal and written communication skills.
- Exceptional time management and organisational skills.
- Experience in implementing and reporting on monitoring and evaluation activities associated with marketing activities and investment.
- High level computer skills, including Microsoft Office software, design software, etc.
- Demonstrated commitment to teamwork and the construction of a supportive, collaborative work environment.
- Ability to work autonomously and effectively within a team.

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- 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.

## Desirable criteria

- Current driver's licence.
- Knowledge in the use of Adobe Creative Suite, specifically InDesign, PhotoShop and Illustrator.
- Experience in a global context.

## Key responsibilities

The role of the Marketing and Communications Manager includes, but is not limited to, the following duties:

- Develop and monitor the marketing and communications strategic plan and ensure alignment with the company strategic plan.
- Work with General Managers and Managers to ensure marketing and growth planning is imbedded into their annual goals.
- Assist with cross selling strategies.
- Chair the Pinion Advisory marketing working group.
- Drive the development and annual revision of Pinion Advisory's operational marketing plan to assist in meeting Pinion's goals of 10% annual organic growth, innovation and service development.
- Liaise with Pinion Global colleagues to ensure appropriate alignment with global communications, marketing strategy, brand management and marketing messages.
- Supervise, coordinate and support Pinion Advisory's marketing and communication team/s.
- Oversee implementation of the marketing monitoring and evaluation plan, and appropriate reporting to the executive team.
- Oversee and assist with implementation of the operational marketing plan.
- Assist with brand transition, marketing and communications for future mergers and acquisitions.

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- Work with the senior leadership team, finalise and coordinate implementation of Pinion Advisory's internal communications plan.
- Oversee and/or contribute to implementation of Pinion Advisory's new intranet system.
- Where there are opportunities, provide chargeable communications consulting support to projects.
- Undertake other duties as directed by management, within the scope of the incumbent's qualifications, knowledge, skills and experience.

## More information

This position is 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 Marketing and Communications Manager plays a significant role in the development and implementation of Pinion Advisory's marketing strategy and our communications. The right person will lead a small team in the development and maintenance of our company website and our presence on a number of social media platforms.

Our marketing team touches 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 has formal training in agriculture, environment, commerce, agribusiness, engineering, irrigation, extension and education or people and culture. 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 PAHR243** is quoted in all communications.

The **closing date for applications is 30 August 2023**, however, we reserve the right to conduct interviews and appoint a candidate to the position prior to the closing date.