

Head of Communications

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Marketing Communications (Marketing & Communications)

The Zero Net Emissions Agriculture Cooperative Research Centre (ZNE-Ag CRC) is an initiative brokered by The University of Queensland and Queensland Department of Agriculture and Fisheries and involves a consortium of partners across industry, education, and government. It is the largest CRC to be funded with \$87 million from the Commonwealth matching \$87 million in partner contributions over the ten year life of the grant.

ZNE-Ag CRC aims to catalyse industry, community, and government action to achieve Zero Net Emissions from agriculture from 2040, and below zero net emissions by 2050. Agriculture directly contributes to 14% of Australia's national emissions. Their goal is to ensure Australia's agricultural industries keep growing, while they simultaneously achieve ZNE by 2040 and exceed international emissions reduction targets by 2050.

The Opportunity

The CRC is currently in the establishment phase building to the launch of the company with commissioned projects by July 1st. Operations and interim staff are currently supported and resourced by the University of Queensland. As such, the Chief Executive Officer, supported by the Board, has mandated multiple national searches to appoint the key executives to be in place and employed by the newly established CRC upon commencement of operations.

The Role

There is significant industry and community interest in the transition to net zero. The CRC will experience a continuous stream of requests for interviews, media appearances, conference

presentations and industry consultations. An experienced communications professional will be needed to coordinate responses to these requests as well as develop a full suite of communications material including website content, speaking notes, and other written, video, and audio output. Key responsibilities will include;

- Coordinate the development and ongoing maintenance of the ZNE-Ag CRC website and social media channels;
- Update and monitor the effectiveness and recognition of the ZNE-Ag CRC brand;
- Develop, write, and edit marketing and communications materials, including press releases, blog posts and social media content;
- Promote communications and marketing materials through appropriate social channels;
- Track analytics and create reports detailing successes and failures of communications campaigns;
- Ensure that all communications and marketing material aligns with brand standards;
- Maintain digital media archives including photos and videos;
- Respond to media inquiries and perform media outreach to promote the activities of the ZNE-Ag CRC;
- Work with research leads and other ZNE-Ag CRC staff to coordinate and facilitate media, and conference appearances; and
- Develop escalation protocols for managing communication crises, should they arise.

Experience, Skills & Attributes

- Extensive experience in communications, including coordinating website and social media development, and maintaining brand recognition;
- Proven ability to develop and edit diverse communications materials, from press releases to social media content, ensuring alignment with brand standards;
- Track record of promoting communications through various channels and analysing campaign effectiveness;
- Proficiency in media relations, including responding to inquiries, performing outreach, and coordinating appearances; and
- Experience working within government or with government stakeholders, with the ability to navigate complex stakeholder landscapes and manage communication crises effectively.

This is an exciting opportunity to shape and build the communications strategy for a multi-stakeholder, issues rich newly created entity.

Location

While Head Office will be based in Brisbane, this opportunity offers flexibility in job location

across Australia. The final location will be determined based on the preferences and circumstances of the successful candidate.

For more information please call Erica Brushat u&u on 07 3232 9129, quoting reference number 35854 .

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