



Australian Wagyu Association

Position Description

Position: Wagyu Marketing and Communications Manager

Reports to: Chief Executive Officer

Direct reports:

- Design and Digital Media Manager
- Events Manager

Background:

Wagyu cattle are derived from Japanese origins and are renowned world-wide for the unique high-marbling and healthy fat profile of their meat which is sought by top restaurants and brands. Outside of Japan, Australia produces the vast majority of the World's Wagyu beef supply. Approximately 90% of Australian Wagyu beef is sold internationally into premium markets, with high levels of international investment interest in our industry. The total export value of Wagyu Beef from Australia exceeds \$500 million annually, with industry growth approximately 20% year on year.

The Australian Wagyu Association (AWA) is a member-based company that represents the interests of Wagyu cattle breeders and supply chain partners within Australia but also internationally. Through the collective efforts of our members, we undertake scientifically backed research and genetic improvement programs and maintain a register of Wagyu animals to consistently improve the Australian Wagyu genetic base. We have more than 600 members, some of which are Australia's largest Pastoral interests and 100 of which are international members (Wagyu producers from other countries).

The AWA is focused on accelerating the Wagyu cattle industry within Australia, which is already the most profitable sector of the Australian Beef Industry. Wagyu cattle obtain significant premiums compared to other breed-types and their beef is a luxury product that is traded globally. Wagyu cattle are clearly recognised as the number one beef eating experience in Australia and for export and provide the most profitable beef production in Australia. The Australian Wagyu Industry is recognised as the number one source of the world's elite Wagyu genetics, breeding livestock and beef products outside of Japan.

This is critically dependent on accurate dissemination of information to members and to animal registration to establish pedigree and enable recording of other performance information. The organisation is expanding with membership estimated to grow at 10% pa and registrations at 20% pa.

Wagyu Marketing and Communications Manager Key activities:

1. Use of genetic services: The AWA provides services to support its members registering Wagyu animals and entering performance data from these into the National genetic analysis software BREEDPLAN. This genetic analysis and its prediction of breeding potential through Estimated Breeding Values (EBVs) and Indexes are vital to breeding optimisation and genetic improvement. Wagyu EBVs are used to describe the genetic potential of animals for the valuation and trade of



Wagyu genetics globally. The Marketing and Communications Manager will assist in development and communication of information to members regarding the use of genetic services.

2. National Wagyu Conference: Each year the AWA manages and delivers the Wagyu Industry National Conference. The 2016 Wagyu Evolution, 2017 Wagyu Expansion and 2018 Wagyu Edge conference are examples. The National Wagyu Conference is recognised within the Australian Beef Industry as the leading annual National Conference with 500 delegates from Australia and Overseas attending.
3. Wagyu Update Magazine: The AWA produces 3 key magazine publications annually to communicate progress, innovation and developments within the Australian Wagyu industry nationally and internationally. The Wagyu Update is a key communication platform for the AWA to its members and a valued source of reference material.
4. Media management and marketing: The CEO and President of the AWA are the organisational spokespersons. The Marketing and Communications Manager will manage all media interaction through televised and written (including online) media and our social media profile through our webpage, facebook, twitter and Instagram accounts.
5. Marketing insights and industry profile: The Marketing and Communications Manager will work with industry analysts and with other industry bodies (eg. Meat and Livestock Australia) to develop the profile of the AWA in being the source of reportable information and statistics regarding the Australian Wagyu industry.
6. Product development and domestic marketing: The Marketing and Communications Manager will work with industry participants and supply chains to develop knowledge and information on the use of Australian Wagyu beef within the domestic market to support domestic market growth opportunities.

Role:

The Marketing and Communications Manager is responsible for managing all internal and external communications for the company ensuring its messages are consistent.

Duties of the Marketing and Communications Manager include:

- Developing and leading an integrated communications strategy for the company incorporating PR, Marketing and Online.
- Implementing communications plans to increase brand awareness and recognition for the organisation.
- Developing relationships with key media to secure and grow media coverage both online and offline.
- Writing press releases, media and communications for local and national media.
- Adapting media and communications for international syndication ensuring stories translate to differing international markets.
- Monitoring media and communications relating to the company and its brand and maximising opportunities for positive PR and playing down any negative PR.
- Collating and analysing current communications and messages and ensuring consistency.
- Communicating brand and core messaging to internal customers and stakeholders.



- Overseeing the annual marketing and communications budget and ensuring its use is optimised.
- Editing and production of the Wagyu Update Magazine
- Production and delivery of the Annual National Wagyu Conference
- Development of Australian market knowledge of Wagyu beef quality and attributes to underpin domestic acceptance and market growth.

The ideal background of a Marketing and Communications Manager:

- Previous experience as a Marketing or Communication specialist for a similar organisation would be a strong advantage
- Highly articulate individual with excellent written communications and presentation skills are essential
- Bachelor's degree qualified or above, a relevant master's degree would also be an advantage
- A proven ability to lead marketing and communications strategies in other organisations
- Previous experience and understanding of Australian rural media and the Australian Beef Industry
- Understanding of Beef Cattle production within Australia, the Australian domestic market and international markets and trading as related to Wagyu Beef
- Understanding of Beef Cattle carcass quality and quality attributes for Wagyu cattle
- Experience with luxury brands and the marketing and communications strategies that underpin them

Location:

The AWA head office is located in the vibrant regional hub of Armidale within the University of New England in idyllic Northern NSW. Armidale has a large regional airport with more than 10 return flights to Sydney and Brisbane each day. It is preferable that the position will operate from head office and may be required to travel throughout Australia.

Selection Criteria:

Essential:

1. Previous experience as a Marketing or Communications specialist for a similar organisation would be a strong advantage
2. Highly articulate individual with excellent written communications and presentation skills are essential
3. Experience in media including the rural media, optimizing on-line presence and communications
4. Bachelor's degree qualified or above, a relevant master's degree would also be an advantage
5. A proven ability to lead marketing and communications strategies in other organisations
6. Previous experience and demonstrated understanding of the Australian Beef Industry, the Australian domestic market and international markets and trading as related to Wagyu Beef
7. Understanding of Beef Cattle carcass quality and quality attributes for Wagyu cattle
8. Experience with luxury brands and the marketing and communications strategies that underpin them

Send applications to : matt@wagyu.org.au

For further information call the AWA office on 02 6773 3990