



Marketing Communications Specialist

An exciting opportunity exists to join one of the largest and most innovative Precision Agriculture providers in Australia as a Marketing Communications Specialist.

In this exciting new role, you will be assisting the company undertake a major brand transition and introducing a multi-channel marketing and communications strategy.

As the premier Trimble Agriculture distributor in Australia, BMS LaserSat have been providing technology solutions to Agriculture since 1979. In conjunction with Trimble, BMS LaserSat is undertaking a brand transition to become Vantage NEA. Each Vantage location will serve as the Precision Agriculture Centre of Excellence, providing advice to farmers and agricultural contractors on the right combination of solutions and integrating precision agriculture.

In conjunction with the Marketing Director you will develop and implement innovative strategies to drive awareness, engagement and customer advocacy across all customer segments.

If you have a passion for Agriculture here is your opportunity to help educate and shape the industry!

Responsibilities include:

- In conjunction with the Marketing Director develop and implement strategies to drive awareness, engagement and customer advocacy across all customer segments
- Develop written and visual digital content that can be utilised across a range of mediums including email newsletters, blogs, whitepapers, eBooks and webinars
- Create content, ensure delivery and analyse monthly email newsletters to existing customers and prospects
- Lead our case study/eBook creation and delivery process
- Creating engaging content (both written and visual) for websites and social media platforms, including blog writing and social media posts.
- Planning and coordinating the creation of additional content - including videos, photo shoots and blogs
- Developing and managing highly effective ad campaigns on Social Media, from strategy to execution and analysing results.
- Planning and coordinating a range of events including, field days, industry events and open houses
- Localise US based materials for Australian consumption

Required skills:

- Marketing degree or similar (relevant experience will still be considered)
- Any experienced marketers or recent graduates with a positive attitude are invited to apply

- An understanding of agriculture and how to effectively communicate with farmers is highly regarded.
- Attention to detail and great time management skills with an ability to work to deadlines
- Ability to engage with remote branch offices to develop content. A willingness to go to the field to meet with customers on occasion.
- Team player with positive attitude that's capable of working under pressure
- Proven creative writing experience
- Design content development tools experience (highly regarded)
- Web management experience (highly regarded)
- Understanding of SEO, Google AdWords, and Google Analytics would be beneficial
- Photography/videography experience is definitely a bonus!

In this role, you'll have plenty of opportunities to learn and grow and will be supported to achieve your personal and career goals.

If you think this might be the role for you, we want to hear from you! Submit your resume along with a cover letter that proves your creative writing capability to admin@vantage-nea.com.au by **March 30, 2018**.