



The Opportunity: *Want to be at the forefront of agricultural innovation where your marketing expertise can make a real impact? This is a rare opportunity to join a pioneering Ag Tech company that's transforming livestock management across Australia.*

We're looking for a dynamic and creative **Marketing Coordinator** to join an innovative Ag Tech company, playing a key role in driving brand awareness and engagement. Based in Queensland with hybrid working options, you'll be responsible for executing marketing campaigns, creating content, managing social media strategies, and analysing performance across multiple platforms. Your role will involve close collaboration with both internal teams and external partners to ensure brand consistency and increased brand visibility. Each day will be different—whether you're crafting success stories, coordinating industry events, or creating content that resonates with farmers and industry professionals. This fast-paced, creative position offers the opportunity to work with cutting-edge technology and make an impact in the agriculture sector. With ample growth potential and global opportunities, this is a fantastic opportunity to make your mark in the sector.

The Company: A rapidly growing startup providing cutting-edge, innovative animal monitoring solutions. By partnering with leading Ag Tech systems, its technology enables agricultural businesses to improve efficiency, sustainability, and productivity. This pioneering, dynamic company is rapidly expanding globally, with a strong and exciting growth trajectory.

Role Responsibilities:

- To create and manage compelling content across multiple channels, including website content, case studies, and marketing materials ensuring brand consistency throughout
- To manage social media channels by developing and implementing strategic plans, creating engaging content for key platforms, and interacting with online communities
- To analyse performance metrics of campaigns to optimise results and boost brand awareness
- To plan and coordinate marketing events including conferences, webinars, and product launches to drive maximum attendance and engagement
- To interview customers, creating compelling success stories to help showcase the brand
- To collaborate with the wider team and external parties to deliver successful marketing initiatives

Skills you will need:

Essential:

- Bachelor's degree or relevant experience in marketing, communications, or a related field
- Proven experience in a marketing role
- Demonstrated experience in long-form copywriting, print media, and managing social media platforms
- Excellent attention to detail and ability to manage workload independently
- The ability to think creatively and strategically to achieve goals
- Excellent communication skills and stakeholder management
- The ability to create engaging and creative content
- An understanding of the agricultural sector
- Proficiency in Microsoft Office, Adobe Creative Suite, and social media management tools
- A collaborative team player
- Driven and adaptable with a positive can-do attitude



Desirable:

- Experience with EDM and e-commerce platforms (e.g. Dot Digital and Shopify)

Remuneration: A competitive salary and benefits package is available to the successful candidate.

Are you interested? If you are interested in this role and would like to know more about it, please contact Becky on the details below.

Sector: Ag Tech	Role: Marketing Coordinator	Location: Queensland
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