



## **The Role: Marketing and Communications Manager**

**Reports to:** Chief Executive Officer

**Location:** Wagga Wagga NSW

**Employment Type:** Full-time

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### **The Business**

Genetic Hub brings breed societies together delivering professional services and support to societies, their members and individual breeders.

Our services include registrar support, finance and accounting, administration, reception, member services, merchandise and uniform management, communications, graphic design, and marketing.

A group of breed societies founded Genetic Hub to support efficiently their organisations and further service the wider industry. Today, we work with clients across Australia and around the world, providing a central point of business for members and breeders.

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### **Position Summary**

The Marketing and Communications Manager is responsible for developing, delivering, and evaluating marketing and communications strategies for Genetic Hub clients and their members. The role drives client engagement, brand awareness, member communications, advertising revenue, sponsorship opportunities, and the successful execution of multi-channel marketing campaigns.

Working closely with Genetic Hub clients, their members and stakeholders, the position ensures consistent messaging, effective campaign delivery, measurable marketing outcomes, and the achievement of cost-neutral or revenue-positive marketing services through advertising sales and value-added member services.

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## **Key Responsibilities**

### **Marketing Strategy & Execution**

- Implement, and evaluate annual and quarterly marketing plans aligned with organizational goals.
- Manage multi-channel marketing campaigns across digital, print, social media, and events.
- Monitor and report on campaign performance, using data to optimize results.
- Ensure brand consistency across all platforms and communications.

### **Member Communications**

- Lead the planning and delivery of all member communications including newsletters, updates, announcements, and engagement campaigns.
- Manage the content calendar to ensure timely, relevant, and value-driven communication.
- Manage communication tools (e.g., email platforms, website CMS, social media) to reach and engage members.
- Collaborate with other departments to support member retention and satisfaction through effective communication.

### **Advertising Sales & Sponsorship**

- Develop and sell advertising packages for newsletters, publications, digital channels, and events to members and partners.
- Manage advertising inventory, rate cards, contracts, and billing processes.
- Build and maintain strong relationships with existing and potential advertisers.
- Identify opportunities for sponsorship and value-added promotional partnerships.

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## **Key Selection Criteria**

### **Essential**

- Tertiary qualification in Marketing, Communications, Business, or related field.
- Minimum 3–5 years' experience in a similar role, preferably within a membership-based organization or not-for-profit.
- Proven experience in developing and executing marketing strategies and communications plans.
- Strong copywriting and editing skills across formats and channels.
- Experience in advertising sales or business development.
- Proficiency in marketing tools such as email platforms (e.g., Mailchimp), CRM systems, CMS (e.g., WordPress), and social media.
- Excellent interpersonal, negotiation, and relationship-building skills.



## Desirable

- Experience working within agricultural, livestock, genetics, member-based or industry association environments.
  - Graphic design capabilities and experience with Canva, Adobe Creative Suite or similar platforms.
  - Experience with marketing automation systems and customer journey management.
  - Knowledge of sponsorship, event promotion and partnership development.
  - Understanding of data analytics, reporting frameworks and return-on-investment measurement.
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## Key Performance Indicators (KPIs)

- Timely delivery and effectiveness of marketing and communications plans.
  - Growth in member engagement and satisfaction metrics.
  - Advertising revenue targets met or exceeded.
  - Increased visibility and consistency of brand across channels.
  - Efficiency in managing communications workflows and tools.
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## Work Environment & Conditions

- Occasional travel may be required to attend conferences, field days, member events, stakeholder meetings and client functions.
  - Some work outside normal business hours may be required to support events and stakeholder engagement activities.
  - Flexible working arrangements may be considered and documented through mutual agreement.
  - A current Australian Driver Licence is preferred.
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## Further Information

For further information please contact Genetic Hub Chief Executive Officer, Kate Brabin.

Email: [ceo@genetichub.com.au](mailto:ceo@genetichub.com.au)

Phone: 02 6933 1214

Applications can be emailed to [ceo@genetichub.com.au](mailto:ceo@genetichub.com.au) , please include a letter of introduction and resume with your emailed application. Please include the following as the Subject of the email, *Application for Communications and Marketing Manager*.