



Position Description

Position details:	
Title: Head of Marketing Communications (FTE 0.8)	Reports to: Co-CEOs:
Business Unit: Marketing Communications	Number of direct reports: 3 people (FTE 2.6)
Location: SYD Hybrid	Job Classification: Grade D1.2
About Climate Friendly	<p>Acting to combat climate change is one of the world’s most pressing challenges. Climate Friendly was founded in 2003 as a profit-for-purpose business. Our growing team is passionate about active land management, and we are focused on finding economically viable solutions to maximise our impact on climate change.</p> <p>We are one of Australia’s largest and most experienced carbon farming project developers. This includes more than 130 projects with farmers, plantation managers, agribusiness, and Indigenous groups on carbon farming projects.</p> <p>Climate Friendly has delivered over 20Mt in carbon abatement as at the end of 2020. We are scaling up to reduce emissions by 100Mt by 2025. Join our team and you will be helping to build a sustainable land sector as a part of a net zero carbon economy by 2050.</p> <p>We have a genuinely friendly and supportive culture where everyone has a voice and opportunity to help shape our future and to fulfil our purpose.</p>
Primary purpose of this position:	<p>Update and deliver Climate Friendly marketing and communications strategic plans and goals.</p> <ul style="list-style-type: none"> • Lead and inspire a dedicated team to deliver on the strategy across the organisation • Build a clear sense of purpose and brand embedded into the culture and communications of Climate Friendly • Provide strategic planning and advice across marketing communications and corporate communications • Deliver marketing communications programs to achieve commercial and other business goals • Build effective relationships with key internal stakeholders to set and meet service level satisfaction goals around delivery of communications programs supporting business goals • Develop external relationships with strategic partners on communications opportunities <p>Position would suit this person:</p> <ul style="list-style-type: none"> • Dynamic leader able to inspire those they work with across the business as well as their team • Loves the land, technology and learning • Enjoys tackling complex and evolving business issues and uses evidence and insights to adapt strategy to suit • Committed to a sustainable and healthy agricultural sector and environment that is inclusive of rural communities and Traditional Custodians • Experienced marketer seeking work-life balance combined with professional challenge and working for purpose

About the Marketing Communications Team	<p>The Marketing Communications team is responsible for:</p> <p>Delivery of all internal and external communications including:</p> <ul style="list-style-type: none"> • Integrated B2B campaigns planning, creation and delivery (including marketing and sales presentations and materials) • Public relations and corporate affairs strategy and delivery – promotional PR, social licence and corporate reputation • Content creation and management across all channels including web, social media, print/digital • Events and sponsorship strategy, planning and support • Managing internal communications assets (content, templates) • Supports People & Culture Manager on internal communications
Key outcomes/ accountabilities:	<p>Accountabilities include but are not limited to:</p> <ul style="list-style-type: none"> • Strategic, annual and business unit marketing communications plans • Define and implement measurement & metrics, setting targets at strategic and tactical levels and reporting outcomes to the Board as required • Motivating team leadership for a dedicated and experienced small team • Marketing operations - Effective implementation of plans to meet objectives • Corporate reputation, brand and positioning • Customer satisfaction (as relates to communications – working with Head of Partnerships on overall customer journey and satisfaction) • Agency relationship responsibility for third party services providers
Selection Criteria - Knowledge Skills & Experience:	<p>Ideal candidate skills and knowledge are listed below:</p> <p>Essential:</p> <ul style="list-style-type: none"> • Qualifications in Marketing and/or PR/Communications • 10 years in marketing communications including Communications/Corporate Affairs • Evidence of strategic leadership in a highly regulated market sector where political and policy sensitivities exist • Demonstrable team leadership behaviours providing direction, inspiration and inclusion • Writing for media and executive presentations/speeches <p>Desirable:</p> <ul style="list-style-type: none"> • Experience in agribusiness and rural communities (lived or professionally) a bonus • Sydney location preferred within a hybrid WFH/Office based environment <p>Climate Friendly encourages people from different backgrounds to apply, including Aboriginal and Torres Strait Islander people, people from different cultural backgrounds and people with disabilities.</p>
Location and package:	<p>Preferred in Sydney, but can be flexible. FTE 0.8 (subject to negotiation) Hybrid WFH and Office</p> <p>Salary range of \$120,000 - \$140,000 plus super, bonus and long-term incentive plan (pro rata to FTE 0.8)</p>

To apply for the position please **submit your CV and a short cover letter** addressing the selection criteria to recruitment@climatefriendly.com by **14 April 2021**.