



An Australian Government Initiative



Regional  
Development  
*Australia*

## SYDNEY

### Communications and Marketing Manager

#### Background

Regional Development Australia (RDA) Sydney is part of a Federal Government initiative that seeks to create strong, connected regions. RDA Sydney provides support, promotion and advocacy for regional NSW through the RDA NSW & ACT Network.

This network comprises of 12 regionally based organisations that are deeply embedded in their communities, RDA Sydney's role is to ensure that the priorities of these communities are heard and understood by key decision makers and those that can enable solutions and opportunities.

#### 1. Position Summary:

Working closely with the Executive Officer, the Communications and Marketing Manager is responsible for overseeing all external communications for RDA Sydney and ensuring messages are relevant, effective, consistent and engaging.

The position requires an agility to cover corporate communications, stakeholder relations, media and government relations, digital solutions and production of high-quality collateral.

The Communications and Marketing Manager's role is a comprehensive, hands-on role that will also assist in delivering the priorities of our Regional RDAs, whilst growing our Capital City and Government stakeholders and business reputation.

**A 12-month part time (3 days per week) home-based position (with potential for contract extension) which may require some travel within the Sydney metropolitan area and on occasion regional areas of NSW.**

**The role reports to the Director of Regional Development/Executive Officer.**

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## **2. Key Responsibilities:**

- The Communications and Marketing Manager is responsible for the production and oversight of the style and quality of internal and external communication and publications, RDA Sydney's website, social media and marketing.
- Develop, implement and manage a Communications/Marketing Plan and Digital Engagement Strategy.
- Develop, write and publish high quality website and social media business content, monthly e-newsletters, quarterly Regional Intelligence Bulletins and other communication areas for RDA Sydney and its associated entities.
- Manage website and all other digital communications channels.
- Undertake advocacy campaigns including writing online content, and publishing projects and events on relevant sites and platforms.
- Writing and distributing business case studies to relevant entities.
- Work collaboratively with colleagues, the CEOs of the RDA NSW & ACT Network and our Capital City stakeholders to develop social media campaigns regarding identified themes.
- Edit and write scripts for videos and podcasts as required.
- Collect and interpret analytics from online platforms to inform the RDA Sydney Board reports and as a feedback mechanism to the RDA NSW & ACT Network.
- Build and support ongoing relationships and networks with relevant stakeholders.
- Assist with the coordination of presentations, meetings and functions.
- Establish and maintain key stakeholder databases for the purpose of ensuring maximum messaging reach.

## **3. The following qualifications/experience are necessary for this position:**

Tertiary qualifications in Marketing and Communications or equivalent Digital Marketing Communications significant experience.

Excellent written and interpersonal communication skills including the ability to communicate with and develop relationships with a diverse range of stakeholders.

Prior experience in the design and production of collateral, website and social media content that provides consistent messaging and imagery using the Adobe Creative Suite, in particular InDesign.

Active website management (Wordpress) and maintenance to maximise SEO.

Experience in leveraging databases to achieve maximum impact and engagement.

Experience using cloud-based, digital marketing and social media platforms (e.g. Mailchimp & LinkedIn).

**4. The following qualifications/experience are desirable for this position:**

Understanding of the issues faced by regional NSW and government policy responses to these issues

Basic photography, video and audio editing skills

A knowledge of the following applications:

- Monday.com CRM operations
- Slido
- Survey Monkey
- PowerPoint
- Teams
- Google Drive