



Communications Coordinator

POSITION DESCRIPTION

Position Title:	Communications Coordinator
Employment Type:	Part-time contracted position (up to 12 hours per week on average with potential for review and expansion)
Reporting To:	Executive Officer
Accountable To:	Ag Excellence Alliance Management Committee
Location:	South Australia - flexible, remote / home-based with intrastate travel
Term:	Initial twelve-month transition period with ongoing appointment subject to performance and continued project and sponsorship funding.

About Ag Excellence Alliance

Ag Excellence Alliance (Ag Ex) South Australia's peak organisation that supports South Australian grower groups through collaboration, project delivery, capacity building, and industry engagement.

Established in 2005, Ag Ex strengthens the capacity of regional communities by connecting growers with research, innovation, industry, government and education partners. Through leadership, collaboration and project delivery, Ag Ex helps improve the productivity, profitability, sustainability and resilience of South Australian agriculture.

Grower groups are trusted innovation brokers, bringing together farmers, advisers, researchers, regional organisations, agribusiness and government to solve real problems and create new opportunities. They provide the trusted relationships, local knowledge and practical leadership that allow great ideas to move from research papers into paddocks.

Position Purpose

The Communications Coordinator will lead the implementation and coordination of the Ag Ex Communications Strategy and Communications Implementation Plan.

The role is responsible for developing, coordinating and delivering strategic communications activities that strengthen stakeholder engagement, promote project outcomes, support extension and adoption activities, and enhance the visibility and advocacy role of Ag Ex and the Farming Systems Group network.

The Communications Coordinator will work closely with the Executive Officer, Committee, project leads and industry stakeholders to ensure communications are consistent, professional, timely and aligned to organisational priorities.

This role requires a proactive and organised communications professional with strong writing skills, digital communications capability and an understanding of the agricultural or regional development sector.

Key Responsibilities

Communications Coordination

- Coordinate continued development and implementation of the Ag Ex Communications Strategy and annual communications plan
- Maintain the communications calendar and publishing schedule
- Coordinate communications workflows, approvals and content planning
- Ensure communication activities align with organisational priorities and project requirements
- Develop and maintain a communications calendar and publishing schedule
- Support continuous improvement of communication systems and processes

Content Development & Publishing

- Develop high-quality communication content across digital and print platforms
- Write and edit newsletters, website articles, social media content, media releases and stakeholder updates
- Coordinate development of project case studies, success stories and impact communications
- Ensure communication materials are accurate, engaging and aligned with Ag Ex messaging
- Coordinate photography, video and visual content where required

Digital Communications

- Manage and maintain the Ag Ex website as the central communications hub
- Coordinate regular website updates and content uploads
- Manage Ag Ex social media channels including LinkedIn, Meta and X
- Coordinate e-news distribution using MailChimp or equivalent platforms
- Support development of digital engagement and online visibility strategies

Stakeholder Engagement

- Support communication and engagement with Farming Systems Groups, project partners, funders and industry stakeholders
- Maintain segmented stakeholder databases and communication lists
- Coordinate stakeholder communication campaigns and strategic updates
- Support promotion of events, forums, workshops and field days
- Assist with media engagement and stakeholder relationship management

Project Communications Support

- Work with project leads to coordinate project communication requirements
- Ensure project communications comply with funding and branding requirements
- Coordinate communication of project milestones, outcomes and extension activities
- Assist with preparation of reports, publications and promotional materials
- Support delivery of communication components within funded projects

Monitoring, Reporting & Evaluation

- Monitor and report on communication performance and engagement metrics
- Track website traffic, newsletter analytics and social media engagement
- Prepare communications reports for Ag Ex Committee meetings and organisational reporting
- Assist with annual communications review and continuous improvement processes
- Identify opportunities to improve communication effectiveness and audience engagement

Administration & Systems

- Maintain communications templates, contact databases and media lists
- Support development of communication policies, protocols and procedures
- Ensure compliance with privacy, consent and communication governance requirements
- Maintain organised digital filing and communication resources

Key Relationships

Internal

- Executive Officer
- Ag Ex Committee

- Project Leads and Contractors
- Administration Support

External

- Farming Systems Groups and grower groups
- Government agencies
- Research organisations and universities
- Industry organisations and RDCs
- Media representatives
- Project partners and funders

Selection Criteria

Essential

Communications & Content Development

- Demonstrated experience in communications, stakeholder engagement, media or marketing roles
- Excellent written communication skills with the ability to prepare engaging and professional content for multiple audiences
- Experience managing digital communications platforms including websites, e-news platforms and social media
- Strong editing, proofreading and content coordination skills

Stakeholder Engagement

- Demonstrated ability to build positive working relationships with diverse stakeholders
- Strong interpersonal and communication skills
- Experience coordinating communication activities across multiple projects or stakeholders

Organisation & Project Coordination

- Highly developed organisational and time management skills
- Ability to manage competing priorities and meet deadlines
- Experience coordinating projects, campaigns or communication activities
- Ability to work independently with limited supervision

Digital & Technical Skills

- Experience using website content management systems
- Experience with email marketing platforms such as MailChimp
- Strong Microsoft Office and digital administration capability
- Understanding of social media analytics and communication metrics

Desirable

- Experience working within agriculture, regional development, natural resource management or not-for-profit sectors
- Knowledge of Farming Systems Groups, extension and adoption activities
- Graphic design, photography or video content experience
- Experience with CRM or stakeholder database systems
- Understanding of media engagement and public relations
- Tertiary qualifications in communications, marketing, journalism, agriculture or related disciplines

Personal Attributes

The successful candidate will demonstrate:

Strong initiative and self-motivation

Strategic and creative thinking capability
Attention to detail and high standards of quality
Collaborative and relationship-focused approach
Adaptability and problem-solving skills
Professionalism and accountability
Commitment to supporting regional communities and agriculture

Employment Conditions

Flexible working hours are required.

Intrastate travel and occasional overnight stays may be required.

Employment is subject to ongoing project and sponsorship funding.

The successful applicant must always maintain confidentiality of organisational information.

An attractive (or competitive) salary commensurate with role requirements and candidate qualities and experience will be negotiated with the successful candidate.

Travel expenses reimbursed at the approved Government rate.

Reasonable mobile phone, internet, and approved out-of-pocket expenses will be reimbursed.

Laptop computer supplied by Ag Excellence Alliance.

Performance Measures

Performance indicators may include:

- Delivery of scheduled communications outputs
- Growth and engagement across communication channels
- Website and social media performance
- Stakeholder engagement outcomes
- Quality and timeliness of project communications
- Delivery of communication reporting requirements
- Contribution to organisational visibility and advocacy outcomes