



FARMBOT

MONITORING SOLUTIONS

POSITION DESCRIPTION

Position Title:	Marketing and Communications Manager
Location:	Roseville, Sydney, NSW
Position Type:	Full time
Reports to:	Head of Marketing
No. of Direct Reports:	1
Date:	4/03/2025

About Farmbot?

Join Farmbot, a pioneering Australian AgTech company revolutionising agriculture through cutting-edge remote monitoring solutions. We're dedicated to solving critical water challenges and promoting sustainable practices. Be part of our passionate team committed to safeguarding the future of food and water security on a global scale.

Purpose of the Role

We're seeking a dynamic and hands-on **Marketing and Communications Manager** to join our team. In this pivotal role, you'll help shape our marketing strategy, drive brand awareness, and bring our innovative solutions to life. This is an exceptional opportunity to make a tangible impact in a fast-paced, ever-evolving scale up and purpose-driven environment.

About you

- Proven experience in a marketing/communication management role, within the agriculture or technology sector.
- Exceptional communication skills, with the ability to convey complex ideas to diverse audiences.
- Strong narrative writing skills
 - Strong understanding of digital marketing principles and tools.
 - Creative thinker with a keen eye for design and brand aesthetics.
 - Ability to thrive in a fast-paced, dynamic environment.
 - Passion for agriculture and rural Australia

Key Responsibilities



Develop Communication Strategies

- Develop strategic communication plans to elevate brand visibility and ensure mission-aligned content.
- Collaborate with design to create engaging visuals that communicate brand messages effectively.
- Deliver clear internal communications that reinforce business strategy and brand connection.
- Craft compelling content across various channels: articles, social media, EDMs, and proposals.
- Coordinate communication plans for events, launches, and marketing initiatives with business teams.
- Manage media relations, serving as the point of contact and building relationships with journalists.

Content Creation, Management and Planning

- Create and manage engaging content for social media platforms, maintaining brand consistency.
- Develop and manage a content calendar to ensure timely delivery of campaigns and consistent posting.
- Implement social media strategies to increase engagement, drive traffic, and promote products.
- Stay current with social media trends and best practices to maintain brand relevance.
- Engage with followers, fostering community and responding to inquiries.
- Analyse social media performance using analytics and adjust strategies based on insights.

Newsletter, blogs and reports

- Create impactful marketing collateral for the Farmbot audience.
- Develop engaging newsletters, blogs, and press releases to enhance community awareness.
- Edit and proofread content for clarity, grammar, and brand consistency.
- Produce multimedia content to capture impact and community stories for various platforms.

Management

- Execute and adapt marketing strategies to drive results in collaboration with the team.
- Track and analyse marketing performance, providing data-driven recommendations.
- Manage marketing projects and campaigns, ensuring seamless execution and stakeholder coordination.
- Support the Digital Marketing Manager by contributing to digital performance reviews and suggesting data-driven improvements.
- Collaborate with the Events and Partnerships Manager to support partnerships, associations, and resellers. Assist in the planning and execution of trade shows, conferences, and other industry events.
- Work closely with, manage, and direct the Content Manager/Graphic Designer to create visually compelling marketing materials that align with brand guidelines and effectively communicate key messages.

If you're a passionate and driven marketing professional ready to make an impact, we want to hear from you! Please submit your resume and cover letter to tess@farmbot.com.au

