

Position Description

Communications and Marketing Coordinator / Manager

(Position title and remuneration will be aligned with the successful candidate's skills, experience and career stage)

Position Summary

Position Title: Communications and Marketing Coordinator / Manager

Organisation: Holbrook Landcare Network (HLN)

Employment Type: Full-time (37.5 hours per week), Part-time will be considered for the right candidate.

Tenure: Fixed term until 30th June 2028

Location: Holbrook, NSW, flexible working arrangements available

Salary: Competitive salary package commensurate with qualifications, skills and experience

Reports To: Chief Executive Officer



About Holbrook Landcare Network

Holbrook Landcare Network (HLN) is a progressive grass-roots organisation that exists to support southern NSW rural communities to achieve positive and enduring change in agricultural productivity, environmental sustainability and social capacity.

Recognised nationally as a leader in sustainable agriculture and community-led natural resource management, HLN was awarded the prestigious **2025 Bob Hawke Landcare Award** for its innovative approach to sustainable farming.

HLN has been successfully managing natural resource management and sustainable agriculture projects with the community in farming landscapes for over 37 years. It's highly skilled multidisciplinary team oversees a large cutting-edge project portfolio addressing research and extension needs in soils, pastures, livestock management, environmental restoration, carbon accounting and mitigation, natural capital assessment and credentialling, First Nations engagement, technology adoption, waterway health, community resilience, drought resilience and climate adaptation.

Working alongside farmers, community groups, research organisations, industry bodies and government agencies, HLN exists to build resilience into its communities, landscapes and farming systems across southern NSW.

The Opportunity

This is an exciting opportunity to join one of Australia's leading community-based natural resource management organisations and help tell the stories that are driving change in agriculture, landscape management and rural communities.

The Communications and Marketing Coordinator / Manager will lead and coordinate HLN's communications and marketing activities across the organisation. The role is responsible for ensuring HLN's impact, projects, partnerships and achievements are effectively communicated to members, funding partners, stakeholders and the broader community.

We welcome applications from candidates at all career stages, though some experience is preferred. Applicants may bring experience in communications, marketing, journalism, agriculture, NRM, community engagement or related disciplines. The responsibilities, level of autonomy and remuneration package will be adjusted to reflect the successful candidate's experience and capabilities. Mentoring opportunities within industry will be offered to the successful candidate.

This role suits someone who enjoys translating complex technical information into engaging content, working in a team environment, identifying compelling stories and helping an organisation grow its profile, influence and impact.

Key Responsibilities

Strategic Communications and Marketing

- Lead the implementation and ongoing development of HLN's communications and marketing strategy.
- Strengthen HLN's brand, profile and reputation across regional, state and national audiences.
- Identify opportunities to promote organisational achievements, project outcomes and industry leadership.
- Develop annual communications and marketing plans aligned with organisational priorities.
- Monitor communications performance and provide recommendations for continuous improvement.

Content Creation and Storytelling

- Create engaging and high-quality content across digital, print and traditional media.
- Produce newsletters, articles, case studies, reports, media releases and promotional material.
- Capture and share farmer, community and project success stories.
- Translate complex scientific, agricultural and environmental information into accessible and engaging content.
- Develop visual content including photography, video, graphics and digital media.

Digital Communications

- Manage and continuously improve HLN's website and online presence.
- Coordinate social media channels and digital campaigns.
- Monitor engagement metrics and optimise performance across platforms.
- Maintain content calendars and digital communication schedules.
- Support online events, webinars and digital learning activities.

Project Communications

- Work closely with project managers and Landcare staff to deliver project communication requirements.
- Develop communication plans that meet funding and reporting obligations.
- Coordinate project promotion, knowledge sharing and adoption activities.
- Support the dissemination of research, innovation and extension outcomes.

Brand and Organisational Development

- Ensure consistent use of HLN branding and messaging.
 - Support organisational campaigns, events and member engagement activities.
 - Contribute to annual reporting and organisational impact reporting.
 - Assist with funding submissions where communications expertise can help strengthen project proposals.
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Key Capabilities

The successful applicant will demonstrate many of the following attributes:

- Excellent written and verbal communication skills.
- Strong storytelling and content development capability.
- Strong organisational and project management skills.
- Creativity, initiative and attention to detail.
- Strategic thinking and the ability to identify opportunities.
- Ability to work both independently and collaboratively within a multidisciplinary team.
- Confidence engaging with rural communities and agricultural stakeholders.
- Enthusiasm for sustainable agriculture, natural resource management and community development.

Essential Selection Criteria

1. Qualifications and/or demonstrated experience in communications, marketing, journalism, media or a related discipline.
 2. Excellent written communication skills with the ability to create engaging content for multiple audiences and platforms.
 3. Demonstrated ability to communicate complex technical information in a clear and accessible manner.
 4. Experience managing or contributing to digital communications including websites, email marketing and social media platforms.
 5. Strong interpersonal skills and demonstrated ability to build productive relationships with team members.
 6. Strong organisational skills with the ability to manage competing priorities and meet deadlines.
 7. Competence in Microsoft Office applications and common digital communication platforms.
 8. Current Australian Driver Licence.
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Desirable Selection Criteria

- Experience working within agriculture, natural resource management, Landcare, environmental or not-for-profit sectors.
 - Knowledge of farming systems and rural communities in southern NSW.
 - Experience in photography, videography, podcasting, graphic design or multimedia production.
 - Experience managing communication plans for projects or programs.
 - Familiarity with CRM systems, website content management systems and marketing analytics.
 - Experience writing funding, grant or project-related communications.
 - Understanding of behaviour change, extension or adoption programs within agriculture.
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What We Offer

- Opportunity to tell inspirational, good news stories for a living
 - Opportunity to work with one of Australia's leading Landcare organisations.
 - Flexible and supportive workplace culture and team.
 - Professional development opportunities.
 - Meaningful work that delivers measurable outcomes for farming communities and landscapes.
 - Opportunity to work with leading farmers, researchers, industry organisations, First Nations communities and government agencies.
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Why Join HLN?

At Holbrook Landcare Network you'll be part of an organisation that combines community leadership, scientific excellence and practical on-ground outcomes. You'll inspire people by telling the stories of innovation and resilience that are shaping the future of Australian agriculture and contribute to projects that make a genuine difference to people, farms and landscapes.

Applicants from early-career through to highly experienced communications and marketing professionals are encouraged to apply. Salary and position level will be negotiated based on the successful applicant's skills, experience and capability.

APPLICATION PROCESS

To apply, please provide ALL the following:

- Brief covering letter, outlining why you are seeking this position (1 page maximum)
- Your current resume including contact details for two referees, which should include a current or recent employer or supervisor.
- Your claims against each of the Essential Selection Criteria. Please respond to each criterion directly.

Complete applications addressed to Alison Southwell by email at office@holbrooklandcare.org.au

Applications close Sunday 27th of September 2026