



POSITION DESCRIPTION

Position Title:	Communication Services Executive
Classification:	Permanent full time

1. Position purpose and objectives

The purpose of the Communication Services Executive is to provide internal client service and assistance for APL publications, its websites and information provided to pork producers and APL members, including responding to PigPass HelpDesk inquiries.

This role reports to the Corporate Services Executive.

2. Key responsibilities

- A. Develop and deliver APL publications, including but not limited to:
 - APL Communique (weekly email)
 - APL Update Newsletter (monthly hard copy)
 - Pigs N Mud Newsletter (quarterly hard copy)
 - coordinate APL contributions to industry publications (e.g. Australian Pork Newspaper)
 - ad hoc and occasional APL publications (e.g. invitations, notices, targeted communications, etc.)
- B. Project management of all externally delivered publications, including management of designers and printers
- C. Manage APL's bulk communications (e.g. MailChimp and AusPost Print Post), including but not limited to:
 - CRM list management
 - content delivery
 - project management
 - vendor management and
 - adherence to industry best practice
- D. Content management and support for several APL websites, including the corporate website, in accordance with APL communication strategy, governance principles, international standards and best practice. This role supports all APL staff by coordinating the website's content management system and acting as the first point of contact for web content updates and advice (including support for relevant website redevelopments as appropriate)
- E. Management of APL's digital assets, including templates, images, videos, finalised publications, etc.
- F. Maintain, update and champion the APL Style Guide and ensure compliance with this guide across the company
- G. Order/maintain stock of necessary promotional collateral, including but not limited to banners and branded merchandise
- H. Manage communication activities within budget and provide relevant financial information in relation to

communication activities

- I. Develop and maintain a calendar of events relevant to the pork industry
- J. Shared staffing of the PigPass HelpDesk to assist producers using PigPass
- K. Contribute to, proactively drive and provide input into relevant communication and engagement strategies to assist with effective planning, communication and achievement of outcomes
- L. Support the Corporate Services Executive with event coordination and delivery
- M. Support APL events and membership through delivery of relevant publications such as flyers, brochures and handouts, and other support as required
- N. Support new communication channels with design advice, input and content delivery as appropriate (e.g. new corporate website, APL web forms and processes)
- O. Provide support to the Corporate Services Division through design advice, input, content/publication delivery and other support as required.

3. Skills and attributes

The Communication Services Executive will possess and exhibit the following skills and attributes:

- Enthusiasm for continuous improvement and excellence in delivery
- Good project management, organisational and administrative skills
- Strong communication skills within all levels of the organisation as well as an effective capacity to communicate with producers and industry stakeholders
- An ability to develop productive working relationships with, and provide high level of client service to producers, stakeholders, clients and other APL Divisions.
- Superior time management including the ability to identify and prioritise issues, handle a variety of tasks, meet deadlines, and deliver results under pressure in a busy client environment
- Capability to exercise judgment and take initiative judged appropriate to the circumstances
- Demonstrated accuracy and attention to detail
- Excellent editing and proofreading skills
- Flexibility and willingness to contribute to be part of a team focused on delivering team outcomes
- An ability to be self-directed in task planning and completion
- Strong proficiency in a variety of software packages including Microsoft Office, Adobe Indesign, website content management systems and membership or Customer Relationship Management databases
- Willingness and ability to travel and work event hours when required.

APPROVED

Damien Howse

Name

Date

General Manager Corporate Services