

Position Description

Position Title	Content Marketing Coordinator
Location	Remote (Australia-wide)
Position Areas	Brand, Marketing, Communications, PR
Type of Contract	Full Time Permanent

The Carbon Farming Foundation (CFF) has an opportunity for a Content Marketing Coordinator to join our team and contribute their passion and energy towards our vital purpose. This position is open to a remote arrangement Australia-wide with the opportunity to relocate to our Margaret River office long term.

We are going through a rapid stage of development and are ready to further develop our brand awareness and affinity at a national level. Our Marketing team focus on translating key organisational goals into measurable brand, content, marketing, communications, and PR activities across digital channels.

1. Our Organisation

The CFF is an Australian non-profit providing AgTech and Project Service Solutions that are good for the planet. We exist to rapidly scale carbon sequestration and emission reduction activities in the Australian food and agriculture sector. Aiming to super-charge carbon farming as a nature-based-solution to climate change, to enhance biodiversity, holistically regenerate landscapes nation-wide, and accelerate Australia towards carbon neutrality.

2. The Role

Working closely with our Marketing and Content Lead, you will have the opportunity to create engaging content that will draw the attention of our client and industry target audiences and position us as a credible source of information within the sector. Your goal will be to engage, establish and nurture our audience across customer and promoter segments.

Some of the key responsibilities included in the role are:

- Collaborating with team members across our business to workshop subjects for creative content
- Creating on-brand, unique, simple-to-understand, and user-friendly content using best-practice SEO techniques that maximise engagement with our audience and aligns with our Content Plan and Strategy
- Promoting CFF as a 'thought leader' within the sector through aligned content development
- Editing existing content to be up-to-date with internal and external requirements
- Proofreading/editing new content before publication
- Converting news articles into short bite-sized briefs for our audience
- Uploading/distributing content through our various channels, including carbonfarming.org.au, news.carbonfarming.org.au, regenfarming.news, EDM and social media
- Measuring audience engagement with content across all channels
- Monitoring/responding to audience comments on our social media page(s)

- Conducting A/B and/or Multivariant testing to maximise and optimise content outcomes
- Creating calls to action that drive traffic to carbonfarming.org.au, news.carbonfarming.org.au, and regenfarming.news
- Compiling audience email lists
- Developing EDM campaigns using Mailchimp
- Responding to EDM replies directly when appropriate, or raising engagement to colleagues across support, conversion and delivery teams as required
- Tracking/analysing email campaign outcomes

3. Who We Are Looking For

This position will suit a creative person with a customer centric approach to content development. If you need rigid hierarchical structure, established processes and simple repetitive tasks, this isn't the position for you. You will have no problem taking action, thinking on the fly, and getting things done quickly when necessary, but you will also spend the time required to properly plan out those big projects.

We are seeking a motivated person who can add value to the design, development and overall output of our Brand and Marketing activity.

4. Attributes

- Self-directed, motivated, and dependable
- Inquisitive, tenacious, and self-reflective
- Communication comes easy and you are not afraid to speak your mind
- Organised, resourceful and open-minded, working without guidelines comes naturally
- Not precious about hierarchy, protocol, procedures, or rule books
- Convergent thinker who likes to focus on 'getting things done', whilst balancing creative explorations

5. Required Skills & Experience

- Strong experience developing value add content with a strong focus on audience engagement
- The ability and desire to balance both the creative and technical sides of marketing
- Strong awareness of the Content requirements in the Digital space, including web, social and email channels
- Strong working knowledge of Adobe Suite (InDesign, Illustrator, Photoshop), WordPress, Canva, Mailchimp, Google Analytics and Google Ads

- Passion for our purpose - providing services and solutions to the Corporate Landowner and Agriculture sector that are good for the planet. A knowledge of Regenerative Agriculture / Farmers would be awesome, but is not necessarily essential

The CFF is a growing scale-up and, as our organisation develops, we are working hard to build a team that supports and encompasses equal opportunity. We are an open and inclusive team that celebrates diversity in all its shapes and forms. This is 2022! We encourage applicants from all walks of life.

6. Work Environment and Compensation

We are building an organisation to reflect the world we all want to live in. Our work philosophy is centred around individual freedom, trust and accountability. We do not have timesheets or set work hours, but rigorously commit to delivering on our promises. This creates a fast-paced but incredibly flexible work environment that allows people to operate by their own natural rhythm and in a way that embraces life outside of work.

Compensation will be competitively based on experience and relevant qualifications. In addition to full employee benefits, you will have the opportunity to work remotely anywhere in Australia meaning no commute, the ability to work from anywhere in the world for up to 4 weeks each year, access to learning and development opportunities, and the opportunity to work for an organisation driven by purpose, not profits.

7. How to Apply

To apply please forward a current CV to hello@carbonfarming.org.au referencing the role title and ensuring you demonstrate your experience relevant to the role requirements. If you would like to send an accompanying cover letter or examples of your work, we would love to review, but this is not a requirement.