

Position Description

Position Title	Marketing and Content Lead
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 Marketing & Content Lead 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 SaaS 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 the CEO and COO you will have the opportunity to set our overall vision for our brand, marketing, communications, and digital activity, to engage, establish and nurture our audience across customer and promoter segments. Leading the team will involve supporting, coaching, and mentoring our amazing Content Developer, Scarlet, as well as growing the team to achieve our vision for 2023 and beyond.

Some of the key responsibilities included in the role are:

- Translating key organisation wide objectives into multichannel and omnichannel Brand, Marketing, Communication and Digital campaigns/strategies
- Ideating new marketing opportunities based on research analytics
- Developing user journey plans to engage key target clients and increase traffic to carbonfarming.org.au, news.carbonfarming.org.au, and regenfarming.news
- Developing product positioning and go-to-market strategies for product launches
- Establishing specific marketing goals to build and engage our audience across multiple channels
- Capturing customer feedback data through all possible engagement channels
- Generating innovative, data lead ideas to build our brand as an 'Enabling Wayfinder', and establish brand credibility within customer and industry segments
- Translating / synthesising complex concepts into clear and concise content

- Triaging daily, weekly, and monthly tasks to team members and external contractors/agencies
- Supporting, coaching, training, and mentoring our Marketing team
- Coordinating our monthly CFF Webinar along with our client engagement team
- Developing continual improvement strategies to optimise marketing outcomes
- Developing/improving our content strategy and calendar to ensure alignment across all channels with key brand, marketing, and communications objectives
- Developing customer personas through deep levels of external research
- Mediating/iterating our style guide for constant best fit to our business objectives
- Proofing/editing content, ensuring that; web content aligns with our brand; adds value to existing and prospective clients; and that content is SEO rich and is optimised to reach our target audience
- Analysing performance data to determine the effectiveness of created content
- Developing A/B and Multivariant testing strategies, to optimise content engagement in client and industry segments
- Monitoring industry and competitor content to ensure we are operating at a leading level

3. Who We Are Looking For

This position will suit a process-driven thinker, problem solver and team player who also has a passionate creative side. You will enjoy remaining hands-on as part of a team that you lead. If you need rigid hierarchical structure, established processes and simple repetitive tasks, this isn't the position for you. You will be the kind of person who teases out all the details, feelings and opinions associated with a problem; then analyses the pros and cons of different solutions. 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, always looking for the root cause of a problem. Get a kick out of helping others and removing roadblocks.
- 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 - unnecessary processes frustrate you.
- Convergent thinker who likes to focus on 'getting things done', whilst balancing creative explorations.

5. Required Skills & Experience

- Strong experience developing Brand, Marketing and Content strategies
- The ability and desire to balance both the creative and technical sides of marketing
- Strong awareness of 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
- Experience in, or ready to step into, leading a team with a 'servant leadership' style
- Passion for our purpose - providing services and solutions to the Corporate Landowner and Agriculture sector that are good for the planet. A knowledge of 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 ensuring you demonstrate your experience relevant to the role requirements. If you would like to send an accompanying cover letter, we would love to read it, but this is not a requirement.