COMMUNICATION & EVENTS
Project Officer

Position Description

Reporting to	Communication and Events Lead
Team	Program Delivery
Direct Reports	Nil
Location	Southern Qld

About this Role

Summary

The Communication and Events Project Officer is fully competent and experienced, working under general supervision with only limited instructions in accordance with the below key responsibilities. The Communications and Events Project Officer is responsible for developing, creating and managing engaging content across Southern Queensland Landscape's (SQL) digital platforms to build community awareness, support stakeholder engagement, and promote the organisation's programs and outcomes. The role plays a key part in translating on-ground land management and sustainability project work into compelling stories for land managers, community groups, government partners and the broader public. This role sits within the Program Delivery Team and reports to the Communications and Events Lead and requires close collaboration across colleagues, contractors, stakeholders and partners to support delivery of the communication, extension and adoption components of SQL's portfolio of projects and corporate communication.

Key Responsibilities

Content Creation & Platform Management

- Plan, create and publish high-quality content (written, photo, video, graphic) across the organisation's website, social media channels (Facebook, Instagram, LinkedIn) and email newsletters
- Develop and maintain a content calendar aligned with project milestones and seasonal land management activities
- Capture photo and video content from field sites, on-ground works, community events and landholder engagements for release across digital channels
- Manage and update website content, ensuring alignment with brand guidelines
- Monitor social media channels and grow audience engagement
- Track and report on digital analytics (website traffic, social media engagement, email open rates) to inform content strategy
- Work with SQL projects team and external contractors to deliver video, print and digital content where required

Communications & Stakeholder Engagement

- Write media releases, newsletters, project updates and success stories showcasing NRM outcomes
- Support the development of communication materials for SQL projects
- Assist with the design and production of print and digital collateral (brochures, factsheets, reports)
- Support event organisation, promotion and coverage (field days and workshops)
- Support maintenance of company CRM. Experience with HubSpot preferable but not essential.

Key Requirements

Qualifications and Skills

- Relevant tertiary qualifications in Communications, Marketing or Public Relations.
- Experience in the development and delivery of communication and/or engagement plans.

- Social media and marketing experience including content creation, social media management and CRM management
- Highly developed computer literacy, and ability to learn systems.
- High-level proficiency in computing skills, including data management and reporting
- Excellent written and verbal communication skills.
- Excellent project management and organisational skills.
- Event planning and management skills and experience.
- Ability to work as an effective team member and to exercise independence, judgement, and initiative.
- Ability to work collaboratively with agricultural stakeholders and provide excellent customer service.
- Strong analytical and problem-solving skills.
- Current driver's license

All Southern Queensland Landscapes employees are required to:

- Ensure you are aware of and adhere to all company policies and procedures, your contract of employment, and relevant legislation including but not limited to the *Work Health and Safety Act 2011 (Qld*).
- Demonstrate due diligence and commitment to work health and safety (WHS) through active involvement and implementation of the company's WHS policies and procedures.
- Undertake any lawful and reasonable duties as requested by Southern Queensland Landscapes, including working across teams and across locations.
- Undertake regular reviews of your processes, the processes within your work team, and across the business, to identify and action continuous improvement opportunities.
- Participate in professional development opportunities as required to develop skills.
- Attend work outside of normal work hours as reasonably required.
- Undertake any mandatory training within a reasonable timeframe.
- Maintain a current driver's licence.
- Be willing to undertake travel, including overnight stays around the region, as reasonably required.

About Us

Southern Queensland Landscapes is a community-driven, not-for-profit, natural resource management organisation. We are a team of dedicated project management professionals with a wealth of science-based knowledge and experience in sustainable agriculture, soil, water, biodiversity, planning and community engagement.

We partner with land managers, community organisations, First Nations groups, industry and Government to deliver sustainable, productive and profitable environmental and agricultural solutions across Southern Queensland.

Our values:

- Demonstrating empathy
- Taking responsible action
- Being credible
- Building community
- Thinking future impact

Our success: Is measured by the following metrics that are outlined in our Strategic Plan:

- Financial
- Process
- Customer/Market
- People