

# TOOWOOMBA

## Marketing & Communications Manager

**Mort & Co has evolved to become Australia's largest privately-owned beef cattle lot feeding, management and marketing company and a leading exporter of premium Australian Beef. With a strong growth trajectory, the business continues to pioneer the latest agricultural innovations across a broad range of complementary businesses, including fertilisers and stock feeds.**

With the scope to drive the next phase in the company's evolution, we are looking for a Marketing and Communications Manager to lead the marketing team. Reporting to the General Manager-Strategy & Growth, you will be responsible for developing and executing strategic marketing and communication initiatives across all business divisions to accomplish commercial growth.

### Functions of the role include:

- Control brand direction, management and strategy across all business units
- Drive brand growth, including product innovation and commercialisation
- Understand marketing metrics and tracking tools to conduct market research, forecasting and competitive analyses
- Leverage available data & insights to identify opportunities and translate them into compelling business actions
- Manage conception, development and implementation of the business marketing plan
- Manage product concepts and promotional programs
- Grow the Mort & Co and Phoenix Beef brands globally and those of our associated businesses
- Manage competing marketing projects
- Coordinate and support networking and marketing events
- Implement budgetary requirements and manage funding, sponsorship and grant opportunities
- Control internal and external communication, media, press releases, PR, and the social media strategy
- Manage and build relationships with external stakeholder groups, agencies and contractors

### The successful applicant will have:

- A high degree of integrity and an ability to develop trust
- The capability to negotiate different requirements across a range of stakeholders
- A desire to lead a team of people
- Comprehensive experience in Marketing, Communications and PR
- High-level communication skills and the ability to foster strong relationships
- Information and communication technology experience
- Ability to handle time-sensitive and competing projects with great attention to detail

This role is an exciting opportunity to join a well-recognised company that values integrity, quality, teamwork and relationships.

To apply, please email a cover letter and resume to [recruitment@mortco.com.au](mailto:recruitment@mortco.com.au)

Applications close: **26.04.2021**

For more information, please visit: <https://www.mortco.com.au/>

### OUR VALUES

#### INTEGRITY

#### QUALITY

#### TAKE OWNERSHIP

#### TEAMWORK

#### IMPROVE & INNOVATE

#### RELATIONSHIPS