

## Position Description

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| <b>Position Title:</b>    | Communications Specialist                       |
| <b>Reports to:</b>        | Executive Manager, Public Affairs and Marketing |
| <b>Division:</b>          | Office of the CEO                               |
| <b>Location:</b>          | Orange, NSW                                     |
| <b>Employment Status:</b> | Maximum Term                                    |
| <b>Hours:</b>             | Full Time - 36.75 hours/week                    |
| <b>Salary Band:</b>       | RSL 6   |
| <b>Citizenship:</b>       | Permanent Right to Work in Australia            |

## About us

RIC (Regional Investment Corporation) is an Australian Government finance provider for farmers and farm-related small businesses. We were established under the *Regional Investment Corporation Act 2018* (RIC Act) to provide low-cost loans to strengthen Australian agriculture and grow thriving regional communities.

RIC farm loans support our customers to prepare, manage through and recover from drought, natural disasters or biosecurity risks causing severe financial disruption. We help accelerate plans for first-generation farmers and next-generation farmers.

### Our culture & people

Our people have vision and are empowered to build a leading Australian Government agency known for its contemporary service, expertise, and integrity. They are committed, innovative and their achievements are celebrated. They are as diverse as the work they do. RIC has a vibrant culture which is based on the following Culture Statements:



Be bold, act with purpose



We are down to earth



We embrace difference and act as one

## Our customers

We aim to deliver a first-class customer experience by partnering with our customers from the beginning of their journey with us. We respect the time of our customers by being transparent with them about the loan process, keeping things simple and understanding their needs.

Put simply, our customer experience principles are:



- Respect my time
- Simple and Seamless
- Partner with me
- Understand me

## About the job

As the Communications Specialist, you will be responsible for proactively managing communication planning, content development and implementation of communication programs within the Public Affairs and Marketing team to support business, customer and stakeholder priorities.

The Public Affairs and Marketing team is responsible for external communication, stakeholder engagement, media relations, customer education, brand management, digital experience and external campaigns, ensuring effective messages across multiple channels.

You are a communications professional who will be responsible for:

- Developing and implementing external communication to support RICs strategic objectives
- Working collaboratively to deliver proactive media and stakeholder engagement strategies, consistent with our broader communication objectives to build awareness of RIC among our target audiences
- Coordinating, preparing and delivering responses to media, seeking input from relevant business areas
- Delivering communications materials to support the stakeholder engagement strategy and delivering communication advice
- Preparing written content for a range of different channels and audiences, including a strong focus on customer education
- Providing professional and timely media, communication and issues management guidance, advice and support
- Supporting the team with ongoing analysis, market insights and reporting to develop communications strategy
- Other duties as required

## Job capabilities

To be successful in this role, the candidate is required to have:

- Demonstrated ability to develop a wide range of communication material targeted to various media and stakeholder audiences

- Excellent written and oral communication skills, interpersonal and negotiation skills
- High attention to detail
- High level of motivation and the ability to work with limited supervision
- An evidence-based approach to communication and marketing activities
- Content creation for media releases, editorial, social media posts, newsletters and other marketing materials
- Ability to simplify complex information, clearly and simply to support customer communication
- Experience in media relations and stakeholder engagement, ability to build relationships
- Strong ability to plan and prioritise workload, effectively manage multiple competing priorities within deadline
- Ability to work well and collaborate as a team and across teams to achieve outcomes.

## **Knowledge and experience**

- At least 5 years' experience in similar communication roles, including demonstrated experience developing public-facing communication content
- Relevant qualifications in communications
- Experience working with a range of stakeholders across all levels of an organisation, ideally within Government departments engaging with Minister's offices
- An understanding of agribusiness and its impact on rural and regional communities is desirable

## **Eligibility/ other requirements**

- The successful candidate will be required to undergo pre-employment screening including a National Police History Check and must be an Australian Citizen
- Baseline Australian Government Security Vetting Clearance or above, or a willingness to undertake a security vetting process
- The role incumbent may need to travel to attend and/or participate in RIC events, potentially for periods of multiple days.

*I acknowledge that I have read and understood the duties, responsibilities and delegations of the position as outlined in the above Position Description.*

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| <b>Name:</b><br>Click or tap here to enter text. | <b>Signature:</b> | <b>Date:</b><br>Click or tap to enter a date. |
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