

Position Description

Job Title:	Marketing and Communications Manager
Date:	April 2025
Reports to:	General Manager - Property
Delegated Authority	<ul style="list-style-type: none"> Operates with autonomy under direction from GMP, Executive, BushBank Project Manager, Founder. Required to use a level of initiative and judgment to resolve issues but expected to escalate issues for management input as appropriate. Manages own workflow within priorities. Financial decisions for Marketing and Communications according to the Delegations and Principles of Expenditure Policy.
Classification	Clarks Private Sector Award 2023
Company Information	<p>Cassinia is a private conservation and sustainable agriculture business established in 2004. Its core mission is to protect Australia's unique biodiversity and ecosystems; restore degraded landscapes; reconnect isolated areas of remnant vegetation; and embed people into nature and regenerative food production systems. Cassinia's vision is to see Australia's national parks reconnected, and to impact 1 million hectares of Australian landscape and plant or protect 100 million trees by 2030. www.cassinia.com</p>
Purpose of Role	<ul style="list-style-type: none"> Marketing - To increase public awareness of Cassinia's brand - capturing and communicating the essence of Cassinia's vision, mission and values around key business areas of carbon, biodiversity and real estate. Business Development - To increase Cassinia's revenue base through supporting Business Development across the organisation through innovative marketing approaches supported by business development materials. External Comms - To inform external stakeholders of who Cassinia is and what Cassinia does, through thoughtful and meaningful communication of Cassinia's vision, mission and values. Internal Comms - To enable employees to feel connected and supported in their role, being able to complete tasks efficiently, through provision of clear and timely communications and effective systems.
Key Responsibilities	<ul style="list-style-type: none"> Developing and implementing the Marketing Strategy around the Cassinia brand and key business areas (Carbon, Biodiversity and Real Estate). Drive the development and implementation of strategies and systems to advance business development, including identification of key customers and Customer Relationship Management, assisting the Executive and other key personnel involved in business development Development, management and implementation of internal and external communications strategies and systems for Cassinia <ul style="list-style-type: none"> Manage communications platforms including website, intranet, social media, Asana and assist with Google administration Assist with marketing of properties for sale including developing and implementing strategies to leverage value uplift and identify market segments Curate content, drawing on talent and stories from across the business and stakeholders Coordinate production of educational / informative videos for stakeholders Conduct staff training in communication platforms Assist with grant and investment pitches Development, management and implementation of communications strategies and systems for BushBank <ul style="list-style-type: none"> Liaise with key stakeholders and project partners Design and implement landowner engagement strategies Management EOI data collection and communications Promotion of BushBank, including attending marketing events and curating content, consistent with Bushbank Communications Strategy

	<ul style="list-style-type: none"> Uphold the core values and strategic vision of Cassinia Environmental 	
Key Performance Indicators	<ul style="list-style-type: none"> Successful development and implementation of strategies and systems to advance Business Development, including identification of key customers and Customer Relationship Management Successful promotion of Cassinia through external channels according to Cassinia’s vision and values, resulting in increased external engagement - measured through increased Cassinia followers and mentions on LinkedIn and increased website traffic (website analytics). Positive Employee engagement and increased use of internal communications channels, new systems and procedures - measured through system data analytics (intranet use, Asana uptake etc.) and annual employee feedback on these systems gathered through a google form. Positive engagement with potential and committed BushBank landowners to meet program targets - measured through number of landholders exploring and signing up to the program through VegLink/Cassinia Timely responses to reporting and media requests, and delivery of outputs to a high standard for both Cassinia and BushBank. Successful value adding and marketing of Cassinia’s properties to target customers resulting in an increased pool of interested conservation minded and values aligned purchasers, and ultimately faster and higher priced property sales Demonstrate the core values in behaviour and interactions with all stakeholders 	
Qualifications	<ul style="list-style-type: none"> Degree or high-level experience in Marketing, Communications, Real Estate and/or Business Development or related discipline Qualifications or experience in conservation or land management would be an advantage Drivers license 	
Skills, knowledge & competencies	<ul style="list-style-type: none"> Time management/organisational skills: accomplish objectives effectively within time frame provided. Teamwork: willingness to assist and support others as required. Desire to work as a team, to connect and nurture people and the environment. Competent in the use of IT resources utilised in the business and knowledgeable of software available to achieve outcomes Excellent verbal and written communication skills including competence in public speaking Creativity in design and storytelling 	
Personal Attributes	<ul style="list-style-type: none"> Interest in conservation and restoration of the natural environment and regenerative agriculture Professional approach to work Self-motivated Interest in working well with others Ability to work under pressure Attention to detail Self-organised and time-efficient Confident manner 	<ul style="list-style-type: none"> Physically Fit Interest to continue to learn and develop new skills Positive approach to change Reliability Flexibility Alignment with Cassinia values: Humility, Integrity, Excellence, Relationships, Generosity, Innovation

This job description serves to illustrate the scope and responsibilities of the post and is not intended to be an exhaustive list of duties. Your job description will be reviewed annually as part of the professional development process. You will be expected to perform other job-related tasks requested by management and as necessitated by the development of this role and the development of the business and also support the initiatives of our associated partner, Social Foundry which is a Not-for-Profit Enterprise.