

Marketing and Communications Manager

Southern Queensland Region

Permanent full time

Remote/work-from-home available

The organisation

Business & Rural Solutions Limited (BRS) is a leading not-for-profit organisation providing services that empower rural and small businesses and their communities. Key programs that we deliver include the Rural Financial Counselling Service (RFCS), Farm Business Resilience Planning, Business Wellness Coaching and the Small Business Financial Counselling Service (SBFCS) across Southern Queensland. These programs are funded by the Australian Government and Queensland Government.

With offices based across our Southern Queensland service region and a team of >50 staff, we believe in having our people embedded in the communities we support. BRS has received consecutive funding to deliver the RFCS since October 2006 and has delivered the Queensland Government SBFCS since early 2020.

See our websites for further information about the services we deliver:

- BRS www.brs.org.au
- RFCS Southern Queensland www.rfcssq.org.au
- SBFCS Southern Queensland www.sbfcssq.org.au
- Rural Solutions Queensland www.rsq.org.au

Role overview

The Marketing and Communications Manager heads a small team of dedicated professionals to lead the end-to-end development and delivery of all marketing and communication activities across the suite of BRS programs. Reporting to the Chief Executive Officer and working collaboratively with our Operations Team and Frontline Service Delivery Teams, the Marketing and Communications Manager is an influential role and represents a key leadership position within the organisation.

Following a total transformation over the past 4 years, the focus of the role is to manage and deliver integrated marketing and communications activities that promote the availability of support services to the rural and small business sectors. The aim is to reach eligible clients and achieve client engagement with our frontline service delivery teams whilst also raising awareness of BRS as a professional service delivery provider for Government. The role also supports BRS business development activities through contributions to tender bids and requests for quote and a variety of other ad hoc tasks.

In a summary, the role connects strategy and operations, bringing to life the support services available to rural and small business operators in metropolitan, rural, regional and remote Queensland and assisting to overcome barriers to client engagement.



As a Government-funded service delivery provider, BRS is guided by our values of respect, innovation, integrity, confidentiality, professionalism and advocacy. We believe in finding the right person who is the right fit for our team, located within Southern/Central Queensland. Some travel is required in the role and work from home is available if we do not maintain an office in the location.

Role specifics

In more detail, the Marketing and Communications Manager role requires the following.

- Work collaboratively with the BRS CEO and Leadership Team to deliver the marketing and communications functions for BRS (parent organisation) as well as 3 service delivery brands (RFCS Southern Queensland, SBFCs Southern Queensland and Rural Solutions Queensland).
- Lead, manage and deliver the creation, implementation and evaluation of effective communications strategies, tactics and content across print, online, radio and social media.
- Ensure that strategies and all implementation activities are best practice, fit for purpose, target eligible client cohorts and accurately represent the scope of services available.
- Collate, analyse and interpret data and research to create valuable insights that drives strategy and associated communication activities.
- Project manage a range of communication activities within agreed deadlines and budgets.
- Proof, edit and write effective content for a range of channels including website, media releases, social media, newsletters, print publications, direct marketing, event/display material and presentations.
- Manage BRS communications channels and platforms including 4x websites, 3 social media accounts, 4 LinkedIn profiles and 2x monthly newsletters.
- Take ownership of the external visual identity of BRS and the 3 service delivery brands.
- Provide expert advice to the BRS CEO, Board and Program Leaders via development of communication strategies, messaging and collateral which positively represents the services available.
- Work collaboratively and manage external supplier relationships, including graphic design, creative agency, photography, website support and asset development.
- Lead a small communications team (currently 2 part-time roles) to ensure the provision of high-quality marketing and communications services to the organisation.

Technical requirements, experience and qualifications

To be successful in the role, the Marketing and Communications Manager shall possess skills, experience and qualifications in the following areas.

Required

- Authentic, hands-on, can-do approach to work demands and engagement with colleagues and stakeholders.
- A collaborative mindset with the ability to manage competing priorities and work to deadlines.
- Prior experience in a Government-funded service delivery environment (preferably Queensland Government or Australian Government).
- Direct rural and small business experience, knowledge and understanding.



- Demonstrated experience in the design, development, creation and delivery of fact-based marketing and communications strategies and campaigns to the rural and small business sectors across digital, social, radio and print media channels (typically 2 headline campaigns per financial year).
- Experience in strategy and campaign evaluation and measurement of effectiveness.
- Prior experience analysing and interpreting data and research to create valuable insights that drives strategy and associated communication activities.
- Prior experience project managing a range of communication activities within agreed deadlines and budgets.
- Demonstrated understanding of brand architecture, governance, design systems and integrated communications.
- Prior experience in the end-to-end development of print collateral (e.g. service brochures).
- Prior experience in the design, development and maintenance of WordPress websites, including using plugins.
- Prior experience in newsletter development and publication (Mailchimp).
- Social media management experience (Hootsuite).
- Prior experience proofing, editing and writing a wide range of communication channels including website, media releases, social media, newsletters, print publications, direct marketing, event/display material and presentations.
- Prior experience using Google Ads (display ads and search).
- Budget management experience.
- Supplier management experience.
- Qualification in marketing, communications or related field.

Beneficial

- Existing knowledge of the Rural and/or Small Business Financial Counselling Services in Queensland.
- Team leadership experience.
- Not-for-profit experience/understanding.

Remuneration

Base salary of \$113,897 plus superannuation. As a not-for-profit, all employees have access to salary sacrificing of up to \$18,550 p.a. including rent and living expenses via [AccessPay](#). Portable Long Service Leave contributions are paid to [QLeave](#).

Employees receive four weeks annual recreation leave, plus four additional days (one per quarter) of professional, health and development leave (PHD leave).

To apply

Please submit your resume and cover letter outlining your suitability for the role to info@brs.org.au by **5.00pm Friday 16/1/26** or contact our team on 07 4622 5500 for further information.

Note: Applicants who are shortlisted for interview shall be required to complete selection criteria prior to the interview.

Following completion of an interview process, the successful candidate shall be required to undergo a CV check, a criminal history check and may be requested to complete a medical check.

