

Marketing Manager Australian Dairy Conference

Part-time consultancy role
Approx \$40,000 per annum

The Australian Dairy Conference (ADC) is Australia's premier dairy event, bringing together farmers, industry leaders, researchers and agricultural professionals from across the country.

Held annually every February the conference delivers an influential program of knowledge sharing, networking and industry leadership.

ADC is seeking a creative and motivated Marketing Manager to lead the development and delivery of ADC's marketing, communications and promotional activities.

This is an ideal opportunity for an emerging marketing professional who is ready to take ownership of a respected national brand and build their profile within the Australian dairy and agricultural industries.

The Role

The Marketing Manager will be responsible for developing and implementing an integrated marketing strategy that builds the ADC brand, increases industry engagement and drives conference awareness, registrations and participation.

Working closely with the ADC Board, ADC Management Team, event partners and industry stakeholders, the Marketing Manager will manage the full range of marketing activities across the conference cycle.

The Marketing Manager role is a part time consultancy role with seasonal commitments based on the event cycle – ie October – March higher work volume compared to April – September.

Key Responsibilities

Brand Development & Management

- Protect, manage and strengthen the Australian Dairy Conference brand.
- Ensure consistent application of ADC's visual identity, tone and key messages across all communication channels.
- Develop creative campaigns that reinforce ADC's position as Australia's premier dairy event.
- Manage the development of branded marketing materials, event collateral and promotional assets.

Marketing Strategy & Campaigns

- Develop and deliver an annual ADC marketing and communications plan.
- Create targeted campaigns to build awareness, engagement and registrations.
- Identify and engage key audience segments across the dairy and broader agricultural industries.
- Coordinate advertising across digital, print, radio and relevant industry channels.
- Monitor campaign performance and adjust activities to improve results.

Content Creation & Management

- Lead the development of engaging and relevant content across all ADC platforms.
- Translate conference themes, speaker announcements, program sessions and industry topics into compelling promotional content.
- Build engagement with farmers, industry professionals, sponsors, speakers and partner organisations.
- Develop written, visual and video content for use throughout the conference campaign.
- Coordinate social media activity before, during and after the conference.
- Maintain a forward content calendar aligned with key conference milestones.

Website & Digital Marketing

- Manage and regularly update the ADC website.
- Ensure conference information, program details, speaker profiles and registration messaging are accurate, engaging and current.
- Support digital advertising, email marketing and audience-retargeting activities.
- Monitor website traffic, engagement and conversion performance.

Media Relations

- Identify opportunities to generate positive media coverage for the conference, its speakers and key themes.
- Prepare media releases, story pitches, background information and spokesperson briefing materials.
- Develop and maintain relationships with rural, agricultural, dairy and mainstream media where applicable.
- Coordinate media enquiries and conference accreditation where required.

Stakeholder Communications

- Plan and produce regular email newsletters and campaign communications.
- Develop targeted communications for delegates, potential attendees, sponsors, exhibitors and industry stakeholders.
- Support speakers, sponsors and partners with promotional content and campaign materials.
- Maintain clear and consistent communication throughout the conference cycle.

Event & Program Promotion

- Promote conference speakers, sessions, networking activities, awards, tours and associated events.
- Work closely with the conference team to ensure marketing activity aligns with program development and registration milestones.
- Support on-site branding, signage, delegate communications and live event promotion.
- Coordinate post-event communications, highlights and content that extend the value and reach of the conference.
- Evaluate campaign outcomes and provide recommendations for future conferences.
- Maintain an organised archive of marketing assets, content and campaign results.

Event Delivery

- Attendance and on the ground event delivery for Australian Dairy Conference every February.
- Collaborate and work closely with the ADC Management Team to deliver Australia's premier dairy event.
- Marketing Manager is responsible for coordination of signage, digital assets, wayfinding, delegate interactions and enhancements as part of event layout and configuration.
- Coordinate and manage media teams, photography, film and interviews at event.
- Profile and showcase the vibe and atmosphere of ADC via established channels
- Monitor marketing performance across website, social media, email, advertising, media coverage and registrations.

About You

You will be a proactive and adaptable marketer who enjoys developing ideas, creating content and managing multiple projects. You will understand how to communicate with agricultural audiences and be comfortable working with a diverse group of industry stakeholders.

You will ideally bring:

- Qualifications in marketing, communications, public relations, journalism, agribusiness or a related field.
- Experience in a marketing, communications, media or content-focused role.
- Knowledge of, or experience within, the dairy or broader agricultural industry.
- Strong written communication and storytelling skills.
- Experience managing websites, email marketing and social media platforms.
- An understanding of digital advertising and campaign performance.
- Strong organisational skills and the ability to manage competing deadlines.
- Attention to detail and a commitment to brand consistency.
- Confidence working independently while contributing to a collaborative team.
- A willingness to attend and support the Australian Dairy Conference and associated activities.

Experience in event marketing, media relations, graphic design, video content, photography or stakeholder engagement would be highly regarded.

What We Offer

This role provides an opportunity to:

- Take ownership of the marketing for one of Australia's leading agricultural events.
- Work with respected dairy farmers, industry leaders and influential members of the Australian dairy industry.
- Build broad experience across brand management, digital marketing, media, content and major-event promotion.
- Develop a strong professional network across the Australian dairy and agricultural sectors.
- Bring fresh ideas and creativity to an established and highly regarded national event.

The Australian Dairy Conference welcomes applications from emerging professionals who can demonstrate relevant experience, initiative and a genuine connection to agriculture.

Contract Arrangement & Appointment Process

The ADC Board is inviting Expressions of Interest for the position of Marketing Manager.

The role will be offered as a part-time contractual arrangement, providing flexibility for the successful candidate to manage and coordinate their own working hours. Workload will vary across the conference cycle, with increased availability required during key campaign periods and in the lead-up to and delivery of the annual conference.

Marketing Manager contracted appointment = \$40,000 per annum (approximate).

Appointed candidates must have a willingness and commitment to work within the existing ADC framework, schedule and expectations including regular team meetings, reporting and attendance at ADC every year.

Applicants are invited to outline their proposed consultancy fee and delivery model as part of the Expression of Interest. The final contract value will be negotiated based on the successful applicant's experience, capabilities and proposed scope of services.

Indicative Appointment Timeline

- Applications open: October 2026
- Interviews and appointment: October 2026
- Contract commencement: Early November 2026
- Transition and handover period: November 2026 to March 2027
- Contracted role March 2027 – June 2028

A structured transition will be provided by the current marketing contractor, who will maintain delivery lead of the 2027 Australian Dairy Conference. This will provide the successful applicant with the opportunity to become familiar with ADC's brand, audiences, systems and annual marketing cycle while supporting the continuity of event delivery.

Trial period from November to March is nominated to ensure applicant fit and the role meets expectations of all parties.

Full appointment of role will commence in March 2027.

Applications

If you think this role is right for you then we would love to hear from you.

To apply for the role of ADC Marketing Manager please provide:

1. EOI cover letter outlining why you are suited to the position
2. Brief CV or summary of most recent work experience relevant to the role
3. Outline relevant association and involvement with Australian agriculture industries
4. Demonstrate and/or provide examples of relevant experience including:
 - Brand development and management
 - Strategic content creation and delivery to agriculture audiences
 - Event management and delivery (execution)

Submit applications to media@australiandairyconference.com.au.

Applications close Friday 23rd October at 5.00pm.