



Tasmanian Whisky and Spirits Association

POSITION DESCRIPTION

Marketing and Communication Officer



ceo@twsa.net.au



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TWSA Marketing and Communications Officer

POSITION DETAILS

Employment classification	Fixed term contract (0.8 – 1 EFT neg)
Salary:	\$65 – 75,000 per annum or pro rata
Location:	TWSA office
Reports to:	CEO
Probation Period:	6 months

ABOUT US

Tasmania in a bottle: Our clean air, water and excellent barley have made some of the world's best whisky, our special flora has provided inspiration to use local ingredients in our highly acclaimed gins and our entrepreneurial approach has seen other spirits develop too.

The Tasmanian Whisky and Spirits Association was formed in 2007 and is a strong and united peak body representing 60 distilling businesses that form a rapidly growing industry. Our members are diverse in size and style and are scattered around the state in distilleries with cellar doors, views, food and more! The industry is worth about \$400 million and is producing about 3 million litres of spirits each year.

The TWSA is governed by an elected voluntary Committee who are all experienced and passionate industry members. Along with all our members, the CEO and the Committee represents the TWSA team.

More information: head to our website or social media

ABOUT THE ROLE:

An opportunity to promote a sophisticated industry distilling the essence of Tasmania, in creative businesses both small and big and the amazing spirits they produce. You will be up close and personal with our members, their customers, their businesses and their cellar doors. A chance to build our wider Tasmanian spirits "family". What's not to like?

Key Responsibilities

In line with the TWSA's strategic priorities the Marketing and Communication Officer will work closely with the CEO to develop and implement strategic marketing and communications activities to:

- Expand and deepen the peak's engagement and reach with our membership base, the wider industry and our developing spirits "family" including corporate partnerships
- Spearhead innovative strategies to enhance brand presence and drive revenue diversification for our sustained growth.

Marketing

- Coordinate and enhance the annual Tasmanian Whisky Week event, ensuring its continued success and growth.
- Coordinate and enhance the annual TWSA industry conference including building its attendance and profitability

- Project manage content development, execution and promotion of other marketing campaigns and events.
- Manage development and maintenance of consistent and clear identity across all engagement

Communications

- Maintain awareness of ongoing and emerging issues and themes in the public, media and industry conversations
- Implement proactive and reactive media and engagement activity in conjunction with the CEO
- Produce a Communication Strategy for the TWSA including a digital strategy to guide the following tasks:
 - Producing internal and external communications (including regular emails, newsletters)
 - Produce engaging and informative content for TWSA's social media platforms and websites
- Provide secretariat support through production of agendas and minutes for TWSA Committee and advisory groups

Relationships

- Assist in identifying and approaching corporate partners and sponsorship to benefit individual members or the TWSA
- Attract and retain TWSA members but also broaden our wider family including for example suppliers and adjacent businesses and industries.

Other duties including administration and operational tasks or ad hoc marketing and communications work as directed.

ABOUT YOU:

Key Selection Criteria

Qualifications:

Tertiary qualifications in Media, Communications, Marketing or relevant field is preferred. Relevant industry experience may be considered in lieu of formal education.

Experience:

At least three years in a similar role which has developed:

- Demonstrated experience in event organisation, coordination and management that meet financial and participation targets
- Strong capability to build and maintain websites and create new pages in line with promotional and communication priorities
- Knowledge and skills in day-to-day social media management in accordance with a clear digital strategy. •
- Demonstrated media relations experience including preparation and distribution, as well as coordinating
- Demonstrated advanced knowledge and skills in creating and sending EDMs using an email platform such as Mailchimp, Campaign Monitor or similar

Skills:

- Demonstrated strong interpersonal skills, including ability to inspire others, positive interactions and effective problem solving.
- Demonstrated excellent stakeholder management, including the Executive, staff, key partners, and other stakeholders.
- Developing assets using graphic design software such as Canva
- Exceptional copywriting skills and a strong ability to craft engaging content with an excellent eye for detail
- Ability to work independently and meet deadlines while ensuring delivery of high quality work

Additional Requirements

- Attendance at after-hours events and meetings will be required
- Ability for intrastate travel to remote and regional areas where our members are located is required.
- Interstate travel may also be required
- Current drivers licence is essential

The Extra Bits

Small peak bodies have some quirky qualities that you will need to be comfortable with including:

- a mix of strategic to hands-on tasks– you could be responsible for coordinating our major event, and then be unpacking whisky glasses on the day.
- working relatively autonomously but equally happy working to direction, noting there will be freedom for creative ideas and approaches within boundaries
- sometimes assisting with administrative or operational tasks
- leading a professional and helpful engagement with our diverse membership, in a way that reflects a deep understanding that we only exist because of them.

In return, the broad scope of the role offers so many opportunities – you will really be able to make your mark. The work you do will form the look and feel of the TWSA every day. You will shape our communications and deliver amazing events showcasing both our entrepreneurial and sophisticated industry, and our amazing products too.

If you are well on the way of a communications and marketing journey, love our Tasmanian industry and product, and share our passion and values, we can support some further development. Please consider applying even if you can't tick every box right now - we offer the chance to use and further develop your existing exceptional skills and learn some new ones too.

How to Apply

Please submit your resume and a one to two page cover letter that showcases your experience and why you'd be a great fit for this role. Additionally include a link highlighting one example of your work that you are most proud of, and one sentence telling us why.

We will get in touch if you are shortlisted for this opportunity, noting we may not be able to respond to each candidate.

We encourage applicants to align their application with this Position Description and research our organisation through the website www.twsa.net.au and our social media.

For any questions please contact Sue via email at contact@twsa.net.au

Closing date: Monday 14 April 2025.