



Growing Together for Success

# Public Affairs Officer Quirindi

*Career opportunity in Agribusiness*

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**Pursehouse Rural** is a leading independent agribusiness specialising in retail agricultural distribution located across 17 locations in North West NSW and Southern Qld.

Our head office is situated in the township of Quirindi, 1 hour's drive south of Tamworth.

Our business involves the conduct of several broadacre farming, rural merchandise and agricultural advisory enterprises trading collectively under the Pursehouse Rural brand.

Pursehouse Management Services Pty Ltd requires a Public Affairs Officer to assist the directors and senior managers of our business by:

- Reviewing our existing communications, events and marketing strategies, advising on their effectiveness and proposing amendments, alteration or discontinuance where necessary;
- Planning, designing and executing new strategies that have regard to the current climatic, social and environmental context in which our business operates;
- Maintaining and monitoring our company websites and social media platforms, advising on content, ensuring optimum utilisation and effective communication with customers and followers of our platforms;
- Coordinating and producing regular internal and external publications, including but not limited to newsletters, reports and press releases, regarding the activities of the business;
- Preparing site visits and briefings for influential industry and community stakeholders;
- Working closely with the directors and senior managers to ensure accurate and timely provision of information regarding the Pursehouse Rural brand and our business activities;
- Tracking and monitoring reports on media issues relevant to the business;
- Coordinating and arranging rural sporting and social events utilised by the directors and senior managers for entertaining major clients and marketing new goods and services;.
- Building strong relationships with regional and industry community groups to promote goodwill towards the business and the Pursehouse Rural brand; and
- Working otherwise as directed.

## Essential Qualifications

As this position requires highly polished communication skills, applicants must hold a bachelor degree or higher qualification in journalism, English studies, communications, marketing or a closely related field.

## Essential Skills and Experience

Applicants must also have a minimum of 2 year's work experience as a public affairs officer or in an occupation that is closely related to the core components of that occupation being communications, event management and marketing.

[pursehouserural.com.au](http://pursehouserural.com.au)



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Your previous work experience must demonstrate you have:

1. Developed and implemented initiatives to promote an organisation and its public image
2. Designed and maintained websites and social media platforms
3. Produced newsletters, articles and public documents
4. Utilised computer software packages such as Microsoft Publisher and are familiar with their operation
5. Demonstrated the ability to problem solve, and to achieve results in situations where information may be unclear and a variety of outcomes are possible
6. High level of interpersonal, written and oral communication skills including the ability to interact with stakeholders at all levels of the business and broader community
7. Familiarity with farming activities and rural merchandise operations
8. Experience with arranging rural sporting and social events

Given this position is located in our Quirindi office, preference will also be given to candidates who show a strong understanding of the benefits and drawbacks of living in a small regional community.

**Generous range of benefits:**

- Salary in the range of \$58,500 - \$77,823 commensurate with experience plus super
- Training and development
- The opportunity to make a difference and to experience life in regional Australia

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Enquiries please contact: Michael Callachor 0419 279 419

Please forward your resume with three referees to [hr@pursehouserural.com.au](mailto:hr@pursehouserural.com.au)

Reference: Public Affairs Officer

Applications Close Friday 24<sup>th</sup> May 2019