



Mylo

New Media & Special Projects - Marketing Officer

I am a New Media & Special Projects - Marketing Officer for a Queensland farm lobby group. My role is Brisbane based but from time to time I travel throughout regional south east Queensland and sometimes to other key growing areas within the state to photograph and video industry events.

I work within a communications team providing marketing and communications advice and services for staff and external clients. The work is extremely varied, dynamic and fast paced. No two days are ever the same.

You definitely need to be able to multi-task in this job. On any particular day I may be involved in website design and social media updates via Facebook, Twitter, Pinterest, YouTube or Instagram, and on other days I may be designing electronic newsletters, event fliers, corporate banners or our annual report.

A key part of my role is to work on special projects that often require a variety of communication tools to be developed, such as YouTube videos or a new website that is suitable to be viewed on all mobile devices. I am also responsible for website tracking, analytics and reporting.

The best part of my job is that I work on such an incredible variety of tasks with a variety of different people. I also really enjoy visiting farms and hearing about the innovations being implemented. It is an exciting industry to work in!



USEFUL SCHOOL SUBJECTS:

- Business Communication and Technologies
- Creative arts
- English

WHAT YOU COULD STUDY:

- Diploma of Graphic Design
- Diploma of Marketing
- Diploma of Website Development
- Bachelor of Mass Communication

OTHER CAREERS TO CONSIDER:

- Marketing officer
- Brand specialist
- Communications officer
- Agricultural journalist
- Agricultural photographer

PERSONAL REQUIREMENTS:

- Design skills
- Communication skills
- Organisational skills
- Research skills





EXPERIENCE AGRICULTURE

TASTE: The Agricultural Skills & Technology Experience

- Initiative of Queensland Agricultural Training Colleges
- Four-day school holiday program for students aged 15+
- For more information freecall 1800 888 710 or email enquiries@qatc.edu.au

FEAST: Future Experiences in Agriculture, Science & Technology

- Initiative of the University of Queensland
- Five-day school holiday program for students in years 10, 11 and 12
- For more information email feast@uq.edu.au

USEFUL CAREER GUIDES

www.ruralcareers.net.au

Rural Skills Australia's careers and employment guide provides comprehensive advice, information and reference material about education, training, careers and employment pathways in rural and related industries.

www.careerharvest.com.au

Career Harvest is a hub for cutting-edge careers within the food and fibre industries. Whether you're interested in feeding the world, adapting to climate change, developing the environment or managing future energy sources, this site helps create clearer pathways for you to harvest your agricultural career.

SCHOLARSHIP SUPPORT

Horizon Scholarship

(<http://bit.ly/HorizonScholarship>)

- Rural Industries Research and Development Corporation initiative
- supports students studying ag-related degrees at university
- \$5000 per year for duration of degree

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