



MSF Sugar is an integrated grower, processor, marketer and exporter of raw sugar. We are Australia's largest sugarcane farmer, second largest raw sugar exporter and third largest miller. MSF Sugar has a 124 year heritage in Australia and a future which centres on being a leader in the biofutures sector.

Applications are invited for the permanent part-time position of In-House Journalist reporting to the Communications Manager. This position is based at MSF Sugar's head office located at Mulgrave Mill in Gordonvale, approximately 20km south of Cairns. The position offers challenging and rewarding results for an experienced Journalist who excels in their work and strives to establish best practice.

The In-House Journalist role is integral to the success of the Corporate Communications Team and has the key objective of creating high quality, impactful and timely content for internal and external audiences. The role is strategically important for MSF Sugar as the Journalist acts as the voice of the company, sharing our story across a variety of mediums including social media, blogs, web and printed material.

It is essential that the successful applicant have;

- Degree in Journalism, Public Relations, Marketing or Communications plus 5 years industry experience
- Experience in Agribusiness sector preferred but not essential
- Strong analytical and creative writing skills, with the ability to capture complex technical information and translate this into impactful copy that is easy to understand
- Broad business writing experience
- Experience conducting interviews
- Experience in research and developing content

This is a permanent part-time role (3 days per week) that offers flexibility as you will be able to negotiate your preferred days of work.

We offer a supportive and positive team environment and an attractive remuneration package commensurate with skills and experience. This is an exciting opportunity to be part of a major player in Australian agribusiness.

For further information or a copy of the position description please call Wendy Hughes on 0417 043 954. Applications are to be emailed to: careers@msfsugar.com.au

Applications close Friday 20th April 2018.



**In-House Journalist / Content Writer
Position Description**

POSITION TITLE:	In-House Journalist / Content Writer
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POSITION AUTHORISATION:

INCUMBENT:	Person's name (name) (Signature) (Date)
PREPARED BY:	Wendy Hughes Communications Manager (Signature) (Date)
APPROVED BY:	Jason Hajinakitas General Manager Operational Excellence (Signature) (Date)

POSITION DEMOGRAPHICS:

Business Group/Division:	Operational Excellence
Reports Directly to:	Communications Manager
Reports Indirectly to:	General Manager Operational Excellence
Team Membership:	Communications
Work Site:	Corporate office (Mulgrave Mill) with travel to other mill and farm locations as required
Job Status	Permanent part time
Hours in Attendance	3 days per week, set office days to be negotiated
Qualifications/Experience:	<ul style="list-style-type: none"> • Degree in Journalism, Public Relations, Marketing or Communications plus 5 years industry experience. • Experience in Agribusiness sector preferred but not essential. • Strong analytical and creative writing skills, with the ability to capture complex technical information and translate this into impactful copy that is easy to understand. • Broad business writing experience. • Experience conducting interviews. • Experience in research and developing content.

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POSITION PURPOSE:

The In-House Journalist role is integral to the success of the Corporate Communications team and has the key objective of creating high quality, impactful and timely content for internal and external audiences. The role is strategically important for MSF Sugar as the Journalist acts as the voice of the company, sharing our story across a variety of mediums including social media, blogs, web and printed material.

As part of the Corporate Communications team, the Journalist will help drive consistency in company messaging and look for opportunities to amplify the message across our internal and external channels. The role will work closely with the senior management and technical experts to uncover and develop interesting stories, in addition to working with our customers (growers) and our advertising and design agencies.

The main purpose of the position is to source news opportunities from within the MSF Sugar Group to produce articles for company publications. Under the direction of the Communications Manager, the Journalist will co-ordinate coverage of important issues and make decisions on stories that are in-line with Group activities, stories and stakeholder sensitivities.

AUTHORITY TO ACT:

Budget: N/A

Purchasing: N/A

Finance/Administration: N/A

Correspondence: Internal newsletter, intranet updates

Employee Relations: Initiate interviews and article opportunities

KEY RELATIONSHIPS (Internal & External)

The In-House Journalist supports the senior management team to ensure that key projects are communicated well through the media and to the workforce. The Journalist also supports the workforce in sharing internal success stories such as awards won, funds raised, events participated in and examples of knowledge sharing. To achieve this, additional relationships need to be established with:

- Executive Leadership Team
- Operational Excellence Management Team
- Marketing Manager
- Business Development Manager – Green Energy Power Projects
- Business Development Manager – Grower Engagement
- Mill Managers
- Group Agronomist
- Canegrowers / customers

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KEY RESULT AREAS

Areas	Elements
HR/People/Teams	<ul style="list-style-type: none"> Actively source newsworthy stories across the MSF Sugar Group by engaging with senior management and skilled technical employees Coordinate/lead employee and canegrower interviews to research and understand current activities/projects
Internal Engagement	<ul style="list-style-type: none"> Prepare and post 'personal interest' and 'company announcement' articles on the employee intranet (weekly) Build internal knowledge sharing through researching and delivering a 'day in the life of' series that is focussed on the roles performed by mill, farm and corporate employees Contribute to the development and publication of a professional company magazine (quarterly)
External Engagement	<ul style="list-style-type: none"> Prepare media releases that will be circulated to local and national media outlets – post articles on the company website Build external knowledge sharing through researching and delivering case studies that profile our growers and pilot projects Contribute to the development and publication of a professional company magazine (quarterly)
General Duties	<ul style="list-style-type: none"> Write, edit, and repurpose existing content across a wide range of topics for a range of digital and printed mediums. Optimise content for search engines and inbound marketing campaigns. Conduct research and interviews to supplement content as needed. Develop and maintain a strong knowledge of MSF Sugar's key projects. Work closely with the senior management team to develop press releases, briefing documents, media responses etc. Work with the Chief Information Officer to understand our content analytics and influencer programme to optimise content for different platforms and grow our audience. Collaborate with partners, sponsors etc to produce ad hoc content as necessary. Be comfortable providing feedback and guidance to other content contributors. Assist with building new processes, deliverables and capabilities around content production. Proofread stories and content developed by other contributors.

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SKILL REQUIREMENT

Skill Category	Skills
Enabling Skills	<ul style="list-style-type: none"> • University degree • Keyboard skills • Microsoft Word, Excel and Outlook operation • Digital media/blog editing skills • Photographic skills • Comfortable presenting ideas to a team and soliciting feedback.
Essential Skills	<ul style="list-style-type: none"> • Strong desire to learn, try new things, and problem solve • Compliance with legislation - policies and procedures • Planning – prioritising • Attention to detail • Advanced creative writing and communications skills • Research and analytic skills • Interview skills • Reporting skills • Editorial, copywriting and digital content experience • Ability to adapt style for different mediums and content • Ability to work quickly and independently, but ultimately as part of a small team • Ability to influence, challenge thinking and gain credibility with senior stakeholders, across the business and with customers, whilst building strong and credible relationships at all levels.
Desirable Skills	<ul style="list-style-type: none"> • Self-organised • Ability to handle conflict • Event planning skills • Confidence to challenge conventions and advise on alternative approaches to build the strongest stories • Some knowledge of analytics packages, social management systems, CRM systems.

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GENERAL:

This document outlines the unique characteristics of this position as a guide to role, scope and responsibilities of the position and skills required of the position incumbent.

In addition to these responsibilities the incumbent is an employee of MSF Sugar and as such is accountable to the code of employee behaviour (Code of Conduct) defined by management and related to the company ten overarching policy statements.

Furthermore the incumbent's role is not limited to the areas defined but subject to the organization's needs, may be varied from time to time consistent with the incumbent's training and skills.

Finally, this document serves primarily to make clear to the incumbent the areas of organization activity for which the incumbent has sole or team member responsibility. Standards within which tasks are to be performed, performance is measured and targets are set for improvement will be covered under performance review and continuous improvement processes.

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