Job Description

Job title	Communications Manager (9-month parental leave contract)
Manager	Principal Corporate Communications
Team	Brand and Communications
Date	November 2026

Hort Innovation advances Australia's $18.4 billion horticulture industry by investing in research and development, marketing and trade to build a prosperous and sustainable future for growers.

Our vision is for a prosperous and sustainable Australian horticulture industry built on innovation.

Our company values underpin the culture of Hort Innovation and play an important role in defining the behaviours we collectively strive for. Our company values are:

- We work as One Team:
- We act with Integrity and Respect
- We Focus on the Future:
- We make a Positive Difference

The Brand and Communications team is responsible for ensuring the outcomes of Hort Innovation's investments in Research & Development, Marketing and Trade are clearly identified and effectively communicated to stakeholders, and that the integrity of the Hort Innovation brand is upheld.

We are looking for an experienced, hands-on Communications Manager to join our Brand and Communications team for a nine-month parental leave contract.

This is a high-profile role for someone who can spot the opportunity, shape the campaign and make it happen. You will partner with key areas of the business, lead major integrated campaigns and turn complex research, innovation and industry priorities into communications that connect with growers and stakeholders.

You will bring strong judgement, trusted stakeholder counsel and disciplined project leadership. Just as importantly, you will roll up your sleeves, create momentum and deliver excellent work.

Role and responsibilities

Integrated campaign and project leadership

- Lead major integrated campaigns and communications programs from idea to impact.
- Find the central idea, audience insight and channel mix that will make each campaign connect.

- Turn strategy into delivery, with clear plans, accountabilities, timelines and measures of success.
- Bring colleagues, agencies, events specialists and subject-matter experts together to deliver outstanding work.
- Extend campaign and event content across channels to increase its reach, relevance and lifespan.
- Evaluate campaign performance and use insights to strengthen future activity.

Strategic counsel and business partnering

- Build trusted relationships and become a valued communications partner to key areas of the business.
- Guide stakeholders from initial brief to clear communications strategy, aligned decisions and effective delivery.
- Ask the right questions, challenge constructively and recommend the audience, story and approach most likely to achieve the intended outcome.
- Anticipate communications needs and identify opportunities to strengthen the reach and impact of our work.
- Identify emerging issues and risks, and lead a clear, considered communications response.

Media and storytelling

- Lead proactive and reactive media activity, from finding the story and shaping the pitch to preparing spokespeople and managing engagement.
- Build productive media relationships and secure meaningful coverage.
- Provide clear, confident media counsel to senior leaders and subject-matter experts.
- Prepare media materials and support spokespeople for interviews and speaking opportunities.
- Apply sound judgement to sensitive, complex and emerging issues.

Content and channels

- Develop high-quality content, including media releases, feature stories, speeches, briefing materials and digital content.
- Turn complex research, science and industry information into clear and useful stories for growers and other audiences.
- Tailor communications for growers, industry stakeholders, media and internal audiences.
- Contribute to newsroom-style planning that responds to organisational priorities and emerging opportunities.
- Build strong narratives and content programs around major campaigns, announcements and industry moments.

- Manage external agencies and production partners and hold delivery to a high standard.

About you

You are an experienced communications professional who combines campaign thinking with hands-on delivery. You spot the story, see the bigger opportunity and know how to turn a strong idea into coordinated action across channels.

You build trust quickly, provide clear counsel and take ownership of stakeholder relationships. You ask good questions, challenge constructively and bring people together around a shared outcome. When priorities shift, you create clarity, maintain momentum and get the work done without compromising quality.

You are curious about complex subject matter and energised by the challenge of making research, science and industry information meaningful to growers and stakeholders.

Experience and capabilities

The ideal candidate will bring:

- Seven or more years' experience in strategic or corporate communications, an agency, or a similarly complex stakeholder environment.
- Proven success leading integrated campaigns and communications projects from strategy through to delivery and evaluation.
- Strong stakeholder leadership, with the judgement and confidence to counsel, influence and constructively challenge at all levels.
- Excellent campaign and project management capability across multiple contributors, channels, workstreams and priorities.
- Strong media capability, including proactive storytelling, issues management and spokesperson support.
- Outstanding writing, editing and storytelling skills, with the ability to translate complex information for different audiences.
- A collaborative, hands-on approach, with strong organisation, attention to detail and follow-through.

Experience in agriculture, horticulture, research and development, or another technical or scientific environment will be highly regarded. Alternatively, you will bring demonstrated experience quickly getting across complex subject matter and translating it into clear, relevant communications for non-technical audiences.We are looking for an experienced, hands-on Communications Manager to join our Brand and Communications team in a high-impact role for 12 months.