

Job Title: Marketing Specialist**About us:**

DIT AgTech is at the forefront of innovation in livestock nutrition and agtech solutions. We specialise in delivering cutting-edge IoT-enabled dosing systems and methane-reducing supplements that help producers improve livestock health, productivity, and sustainability. As a fast-growing company with a strong customer-first culture, we are committed to providing solutions that make a real difference on-farm.

We're looking for a passionate and creative **Marketing Specialist** to join our growing team. If you love bringing ideas to life, getting out into the field, capturing real customer stories and being part of fast-moving marketing activity, this role offers the perfect opportunity to make your mark.

The Opportunity:

As our **Marketing Specialist**, you'll be actively involved in delivering creative marketing campaigns, producing engaging content, supporting exciting events and getting out into the field to connect with customers. You'll contribute to initiatives that grow our brand presence and help drive real commercial results.

This fast-paced role is perfect for someone who thrives on variety combining digital marketing support with regular travel to field days, customer sites and industry events.

What You'll Do:

- Create and manage content across social channels (Instagram, Facebook, LinkedIn and YouTube)
- Capture customer testimonials, product stories and case studies through written, photographic and video content
- Produce content for email campaigns, website updates and customer communications
- Help execute content calendars aligned with seasonal campaigns and marketing priorities
- Compile engagement metrics and assist in preparing campaign performance summaries
- Support the coordination and delivery of integrated marketing campaigns across digital and offline channels
- Work closely with the Sales team and attend customer visits, field days, and industry events to capture content and insights
- Plan and coordinate events, sponsorship activities and promotional activations
- Prepare marketing materials including brochures, presentations, signage and promotional materials
- Maintain brand consistency across marketing communications and digital platforms

What You'll Bring:

- Ability to manage multiple tasks and meet deadlines in an agile environment
- Minimum 3 years' experience in a marketing, communications or related role will be highly regarded
- Demonstrated learning agility with the ability to quickly understand new products, systems and industry concepts
- Strong communication and relationship-building skills

- Strong agricultural background or understanding of the livestock industry (highly desirable)
- Confidence working both independently and as part of a collaborative team
- Experience supporting social media content creation and basic marketing analytics
- Practical skills in photography, video capture or graphic design tools such as Canva (highly desirable)
- Exposure to CRM systems, marketing automation tools or website content updates (highly desirable)
- Willingness to travel regionally and participate in field-based marketing activities

Qualifications and Licences:

- Relevant qualification in Marketing, Communications or a related discipline is desirable, however practical experience will also be highly regarded
- Current driver's licence

Why Join DIT AgTech:

At DIT AgTech, you'll be part of a fast-growing and innovative team making a real impact in livestock productivity and environmental sustainability. This role offers the chance to bring creative ideas to life, work closely with customers and key stakeholders across the agricultural sector, and contribute to marketing activity that delivers genuine commercial outcomes across regional markets.

You'll join a hands-on and collaborative team where initiative is encouraged, no two days are the same, and your creativity can directly shape how we connect with customers and build our brand presence.

How to Apply:

Send a resume and cover letter to ally@ditagtech.com.au or call Ally for a confidential discussion on 0428 754 373.