

PUBLIC RELATIONS OFFICER

McGeoch's Birkdale Nursery Pty Ltd (MBN) is seeking a highly motivated person to expand existing and develop new collaborative relationships, primarily in China. This new position will be based in Australia but will require working within China and Hong Kong. MBN is a major shareholder in Birkdale International (Hong Kong) which has subsidiary companies in China and Macau and has been operating in these markets for 20 years.

The successful applicant must be fluent in the Mandarin, Cantonese and English languages, have qualifications and experience in the areas of marketing and public relations and excellent communication skills across Asian and Australian cultures. A degree related to public relations or marketing would be a minimum requirement. Any relevant employment experience is also desirable.

The main objective of the role, in consultation with the directors, is to drive export development for MBN by formulating and implementing marketing plans and coordinating public relations activities to drive sales and business development.

Remuneration will be commensurate with qualifications and experience. Please respond by email, setting out qualifications and experience to:

Barbara McGeoch

Director, McGeoch's Birkdale Nursery Pty Ltd: barbara@birkdaleinternational.com