



PO Box 3490 Mildura | Victoria 3502

P 0437 422 000 | F 1300 422 279

E [info@spaa.com.au](mailto:info@spaa.com.au) | [www.spaa.com.au](http://www.spaa.com.au)

## Position Description

<b>Title:</b>	<b>SPAA Precision Agriculture (Ag) Project Officer</b>
<b>Organisation</b>	SPAA Precision Agriculture Australia
<b>Type of Appointment</b>	Fixed Term Contract Permanent part time. Up to 0.8 FTE
<b>Term</b>	Fourteen Months. Possibility to extend based on funding considerations and successful performance of incumbent.
<b>Reports to</b>	SPAA Executive Officer
<b>Salary</b>	Up to \$60,000 + 9.5% super Pro Rata (dependent on experience). Other entitlements based on a pro rata basis as outlined in the Letter of Offer.
<b>Location</b>	Negotiable based on the location of successful incumbent.
<b>Start Date</b>	Immediate
<b>PD Last updated</b>	February 2018

### **ABOUT SPAA**

SPAA is a non-profit and independent membership based association formed in 2002 to promote the development and adoption of precision agriculture (PA) technologies across Australia.

SPAA's mission as outlined in the strategic plan is to be the leading advocate for PA in Australia, and through these advocacies, improve the sustainability of Australian agriculture. PA management offers many Australian farms the potential for a quantum increase in production efficiency and improved environmental outcomes.

SPAA has a wide membership base including growers, agribusiness, consultants, PA companies and scientists involved with horticulture, sugar, viticulture and agriculture.

### **POSITION SUMMARY**

The SPAA Precision Ag Development Officer will work closely with the SPAA Executive Officer and SPAA committee to achieve the goals detailed in the SPAA Strategic Plan.

The position is responsible for communicating the benefits of Precision Ag and SPAA membership to a broad range of audiences across Australia with the aim of raising the understanding of Precision Ag practises and technologies. The aim of this role is to increase the adoption of Precision Ag across Australia in horticulture, viticulture, sugar and agriculture as well as offering support and education assistance to members. Therefore, highly developed management skills, interest in marketing and given the opportunity to engage with people all over the agricultural fraternity, your communications and interpersonal talents will be important.

This is a hands on role which encompasses relationship building and servicing, growing the membership base, administration, planning, marketing and event co-ordination as well as initiating activities that increase the branding of SPAA. You will have a strong understanding of social media platforms. All of these activities are linked back to increasing income through membership, projects, events, articles etc. that have a ROI.

This is an exciting position established by SPAA and there is tremendous opportunity to grow and expand this role. The position is subject to change. Any changes will be discussed openly with the suitable candidate and will be based on the needs of the business and/or the skills of the suitable incumbent.

### **ACCOUNTABILITIES AND RESPONSIBILITIES (linked back to Strategic Plan)**

#### **1. Continue to grow Australia wide presence**

- Becoming the 'expert' of Precision Agriculture trends, methodologies and information for SPAA and educating others including members and other stakeholders.
- Using tools such as media, social media, internal and external publications to increase awareness of the benefits of Precision Agriculture.
- Maintaining self education and awareness of Precision Agriculture trends, benefits etc.
- Exploring what PA really is (e.g. not just VR technology) and using this information to devise strategies to increase grower adoption of PA through videos and case studies.
- Understanding what other regions and industries are doing in regards to PA.

#### **2. First to get latest PA information disseminated**

- Maintaining an up to date website (with the Executive Officer) and active participation in social media
- Ensuring website content is relevant and interesting to members.
- Facilitating a review and further development of the SPAA Website; considerations may include:
  - Mobile and iPad friendly formats
  - More searchable older publications (i.e. Archive)

- Better hit rate
- Increased international presence
- Designing content for E-News which is to be published at least 12 times per year.
- Strong understanding of social media platforms including facebook, twitter and YouTube.
- Posting e-versions of SPAA publications ensuring that one issue in arrears is always available.
- Providing regular reports to the Executive Officer/SPAA Committee on the website effectiveness.
- Promoting SPAA's existing communication mediums by providing increased access, more optimised search results, more coverage and articles etc.
- Identifying and sourcing regular contributors to SPAA publications including advertising.
- Sourcing stores and articles for publications.

### **3. Enhancing the branding of SPAA**

- Facilitating the growth of SPAA's brand by being the face of SPAA at events, meetings and conferences and proactively seeking out opportunities to enhance the SPAA brand.
- Building SPAA brand ensuring it is consistent with SPAA's vision (i.e. leading advocate in PA).
- Facilitating links with international groups ie: PAANZ, ISPA, ACPA.
- Delivering presentations on SPAA products and services.
- Serve as a direct brand representative

### **4. Increasing Membership and Revenue (Perception of SPAA Value)**

- Attracting membership through the demonstration of value for members.
- Developing incentives for members (e.g. Dual membership opportunities with discount subscriptions and/or Members Only sections on website, timeliness of information provision, etc).
- Sourcing collaboration opportunities for mutual benefit with growers, commercial industry, research providers and conduct feasibility reviews based on the priorities of each group.
- Preparing submissions for funding tenders in conjunction with the Executive Officer.

### **5. Event Management**

- In conjunction with the Executive Officer facilitate Conferences and Expos annually (National and Regional). This includes sourcing and booking venues, speakers, sponsors, attendees, collection of fees etc.
- Planning, organising and running at least 4 major events per year for the promotion and application of new technology.
- Facilitating the attraction of speakers and experts to attend SPAA events, conferences, expos and local events.
- Incorporating demonstrations into Grower Group Schedule.

- Facilitating group training events (consider in conjunction with Conferences/Expos).
- Facilitating localised Grower Group Meetings (when topical event is appropriate).
- Managing Event budget.
- Regularly reporting progress of event management, risks, opportunities etc. to the Executive Officer.
- Conducting analysis and evaluation after each event.

## **6. Administration and Reporting**

- Regularly measure the uptake of Precision Ag information such as website hits, Expo/Conference Attendance, E-News subscriptions, Memberships, Grower Group attendance and report data to SPAA Committee.
- Monitor use and access of PA information
- Preparing progress reports to the committee and funders at interim times i.e.; every six months.

### **PERFORMANCE INDICATORS**

- High quality events held measured through participant and Executive Officer Feedback.
- Up to date information on website and social media channels.
- E-News subscriber database up to date and maintained.
- Twelve (12) e-news publications per year.
- High Quality and interactive display material developed for field days and events.
- 10% growth in SPAA Memberships for the year.
- Identification of funding and sponsorship opportunities discussed with the Executive Officer.
- Innovation and new ideas – at least 2 discussed and implemented with the Executive Officer over the year.

### **KEY INTERACTIONS**

The Precision Ag Development Officer will liaise closely with SPAA members, sponsors, project investors, government agencies, universities, consultants and other relevant stakeholders to ensure objectives are being achieved as well as strengthening relationships and linkages.

### **SELECTION CRITERIA/POSITION REQUIREMENTS**

Selection will be based on the applicant's ability to demonstrate that he/she can meet the skills, knowledge, qualifications and experience criteria (listed below) and that he/she has the ability to undertake the key responsibilities of the position.

The incumbent should possess the following attributes and skills.

**Attributes**

- Able to work without day to day supervision, yet is an active member of a team.
- Innovation and initiative to think beyond the obvious in order to value add to members and SPAA.
- A strong work ethic with excellent time management and organisational talents.
- Well-connected in the farming community.
- Flexible when priorities suddenly change.
- Current drivers licence and the willingness to travel.
- Driven to self-educate and pass on knowledge to members, attract new ones and encourage farmers to implement PA methodologies.

**Skills**

- A background in marketing/sponsorship/relationship management.
- An understanding of agricultural, environmental and natural resource management issues.
- An understanding of publication and exhibition preparation and production.
- Advanced skills in the Microsoft suite of products and social media platforms.
- Knowledge and/or experience in Program Development, co-ordination and evaluation.
- Strong written and verbal communication skills.
- The ability to interact with a variety of stakeholders addressing queries and request for information.
- Ability to develop, execute & evaluate effective agricultural education and promotional strategies.
- Project management skills including managing project GANTT tables and the ability to drive outcomes from data.
- Meeting diverse and conflicting deadlines.
- Proven ability to work within budgets.

You must have a current driver’s license and the ability to travel. The expected start date is immediate.

**7. APPROVAL**

The list of responsibilities herein is not intended to be all-inclusive, and may include additional responsibilities as required and assigned. It may become necessary to modify / change the Position Description from time to time. Please sign as understanding and acceptance of the Position Description.

Employee Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Manager Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Manager Position: \_\_\_\_\_