**EXECUTIVE OFFICER**

**Background**

The Great Southern Wine Producers Association (GSWPA) is the peak body representing the wine producers in the Great Southern Region of Western Australia.

The role of the Executive Officer (EO) is to provide executive services for the GSWPA and to provide a conduit between the regional, state and national wine departments and bodies, regional bodies (such as the Great Southern Development Commission) and partnerships the GSWPA has and the members of the GSWPA wine industry. These services include communications and a range of administrative functions.

The person will provide a range of administrative functions under the direction of the GSWPA Board.

Essential requirements of the position are: • Self-motivated with the ability to work independently to deadlines; • Excellent written and verbal communication skills; • Good project management skills and experience in this area; • Good stakeholder engagement and consultation skills based upon experience; • Sound financial management skills and experience; and • Solid organisational skills including attention to detail and the ability to multi-task.

GSWPA is incorporated under the Incorporated Associations Act 2015 and is principally funded through the Fee for Service model operating under the Agricultural Product Commission (APC), and individual state and federal grants relating to wine production and marketing.

GSWPA operates under a current strategic Plan 2019-2024 (to be updated in 2023)

**Position Description**

1. Representation
   * Respond on GSWPA member issues across government and in the public sphere.
   * Advocate for and promote the GS Wine industry across the Wines of Western Australia (WOWA) and government.

1. Industry development
   * Work with the Board and Members to deliver against the GSWPA Strategic Plan – determine the annual priorities, and facilitate an annual review and update.
   * Represent and promote the Great Southern Wine Producers (GSWP) at all levels.
   * Identify and apply for funded research project grants for GSWPA and manage them to meet budgets and project outcomes.
   * Develop and maintain appropriate industry standards for purposes of responsible agricultural practices and environmental sustainability.
   * Liaise with industry to identify its training requirements and pursue these with wine industry training organisations.
   * Develop and maintain multi-agency communications and networks required for effective ongoing industry development.
   * Develop and maintain collaborative strategies between industry, local government and state government to further develop the Great Southern Wine region and industry.
   * Work with the groups and aligned industry bodies to ensure growth and development of the Great Southern Wine region and industry.

1. Organisational Development
   * Undertake GSWPA business in accordance with the Constitution and bylaws to meet governance and risk management strategies and effective working relationships with key stakeholders.
   * Work with government and industry to create events and opportunities for the promotion of the Great Southern Wine industry.

1. Administration
   * Maintain the administrative functions of the office.
   * Coordinate, attend and record the proceedings of GSWPA Board meetings and the Annual General Meeting.
   * Manage and report against the approved the budget for GSWPA and to provide accurate information for sound financial management.
   * Supervise GSWPA employees and contractors as required.

**Required Personal Attributes**

* + Excellent written and verbal communication skills;
  + Good project management skills and experience in this area;
  + Good stakeholder engagement and consultation skills based upon experience;
  + Good digital marketing skills will be viewed favourably;
  + Sound financial management skills and experience; and
  + Solid organisational skills including attention to detail and the ability to multi-task.

Please note that the focus of the GSWPA Board may change over time and the priorities for the EO will be varied from time to time and documented in the Minutes of Board meetings.

**Proposed KPI’s based on GSWPA Strategy**

1. Determine with the Board and the Strategic Plan, the priorities for the year and focus on delivery against these Tactics.
2. Develop and present an annual budget to the Board:
   * 1. Operate within approved budget with quarterly reports of Actual vs Budget.
     2. Grant Funding – source and apply for $100k in funding per annum.
     3. Work with the Board and APC Manager to determine and collate GSWPA FFS funds.
3. Finalise and Execute the agreed Marketing and Media Strategy with board approved agencies and report on progress monthly.
4. Effective and timely communication with members with production of a monthly newsletter and sourcing of content for social media.
5. Facilitate a minimum of 2 Professional Development opportunities for GSWPA Members with a focus on cross regional collaboration opportunities.
6. Maintain Effective working partnerships with related representative organisations – including Taste of the Great Southern (TGS), Australia’s South West (ASW), Great Southern Development Commission (GSDC), Wines of WA (WoWA), WA Wines to the World (WAWttW) program and Wine Australia.
   * 1. In conjunction with the above organisations develop and fund 3 in-market events over a 2 year period – domestic and export.
     2. Introduction of influencers to the GS – Successful introduction of 2 inbound tours (wine media, wine buyers/importers, Influencers p/a.