



TasFarmers is an active and powerful advocacy organisation dedicated to the best interests of all farmers, and to making a difference in rural communities in Tasmania.

In a world of social, economic and environmental volatility, combined with increasing regulation, TasFarmers provides a strong, united voice to ensure our Tasmanian farmers are represented when decisions are made that impact Tasmanian agriculture.

TasFarmers is committed to achieving this through active, effective engagement and advocacy with all levels of government and other stakeholders, to ensure our members can continue to operate sustainable, profitable agricultural businesses.

TasFarmers Values

Safety First, Respect for People, Teamwork, Integrity and Industry Aware

Position Description

The position of **External Engagement Officer** will support TasFarmers as the eminent policy and advocacy body for Tasmanian farmers and agriculture. As a member of a small but effective team this role will support the external engagement of key stakeholders including members, corporate sponsors and regional farming communities. This role will be critical in supporting TasFarmers deliver its strategic plan and advance our membership value offering.

This role will provide support to the communications and engagement unit advance the organisations membership strategy. This will include the recruitment of new members, regular engagement and communications with existing members and support the administration of membership data and financial reconciliation. The role will also support our external engagements calendar to ensure visibility and connection with the agricultural sector. Further to this the role will also support the development of the organisations corporate sponsorship plan. The role will provide critical member insight to the advocacy and project unit around member issues requiring support.

Responsibilities

- Support to the communications and engagement manager advance the organisations membership strategy.
- Drive the recruitment of new members and regular engagement / communications with existing members.
- Support the administration of membership data and associated financial reconciliation.
- Support our external engagements calendar to ensure visibility and connection with the agricultural sector.
- Provide high quality, insight based feedback to the organisation about member needs and feedback to drive membership engagement
- Support the development of the organisations corporate sponsorship plan and activities.
- Collaboratively work with the Policy & Advocacy team in the development of policies and initiatives, through consultation and negotiation with a range of internal and external stakeholders, including taking a lead role on strategic matters and policy areas as directed

- Work with employees to maintain a clean, safe, and healthy working environment.

Qualifications and Experience:

- Degree qualification in a relevant discipline or equivalent industry experience relevant to the role
- Understanding of membership offerings, promotion and development
- Strong interpersonal skills
- Demonstrated time management skills and willingness to work flexibly to deliver role outcomes
- Strong communication skills and an ability to write for different mediums
- High level computer literacy with Microsoft Office suite of applications
- Hold a current Tasmanian driver licence

Reporting

This position reports directly to the Communication and Engagement Manager

Key Relationships

Internally

Chief Executive Officer
 Policy Advisors
 Program and Project Officers
 TasFarmers Staff
 TasFarmers Board, Councils
 & Committees
 TasFarmers Members

Externally

Members
 Corporate Sponsors.
 Government
 Community
 Business & Industry Service
 Providers

Other

Members of the general
 public