



POSITION DESCRIPTION

1. TITLE AND LOCATION

Position Title: Extension Officer	Reports to: Extension Manager
Location: BCG Office, 73 Cumming Avenue, Birchip	Telephone: (03) 5492 2787 Facsimile: (03) 5492 2753

2. BUSINESS PERCEPTION

Background

The Birchip Cropping Group (BCG) is a farmer-driven, agricultural research and development organisation, based in Birchip, north-west Victoria. The Group conducts research throughout the region on agronomy, farming systems and resource management. This research is the focus for a range of extension activities such as field days, expos and seminars. Further information is available at www.bcg.org.au

Mission Statement

To improve the prosperity of Mallee and Wimmera rural and farming communities.

3. POSITION SUMMARY

As part of the Communications teams the Extension Officer is responsible for:

- Providing support in the organisation and delivery of the BCG's events programme
- Delivery of innovative extension strategies/tools at BCG events
- Delivery of 'Healthy Soils for Sustainable Farms' project and pasture project information
- Providing support in the delivery of BCG's Crop and Pasture Production Manual, Field Day manuals and other written communication
- Implementation of interactive learning sites
- Implement selective collaborative extension programs
- Assist in the overall delivery of BCG's communications programme

In order to achieve:

- Innovative delivery and dissemination of BCG information
- An extended BCG network and industry presence/reputation

4. **MAJOR RESPONSIBILITY AREAS**, which describe what to do and how to measure performance. These should be ranked by order of importance.

Key Result Area (KRA)	Activities (What to do)	Time Allocation	Key Performance Indicators (KPI)
1. Delivery of innovative communication strategies/tools and interactive learning sites (electronic, written and verbal)	<ul style="list-style-type: none"> ▪ Work with Communications Team to design and implement field day programmes, workshops and other events ▪ Produce articles for publication to industry, including BCG newsletters (and special editions), regional newspapers, Weekly Times and Stock and Land ▪ Assist in the production of BCG news ▪ Support the delivery of BCG Fax Bulletin to BCG members ▪ Guide tour groups and visitors to BCG as required ▪ Coordination of speakers and activities for BCG field days (in conjunction with Extension Coordinator and Events and Sponsorship Coordinator) ▪ Generation of display material (models/posters/signage etc) for BCG and non-BCG field days and events ▪ Liaise with Events Coordinator to ensure appropriate and adequate signage of sites and projects ▪ Speak/facilitate at BCG and non-BCG events ▪ Work with electronic communications officer to ensure website is innovative and up to date. ▪ Provide regular updates of project outcomes to be included on the website 	25%	<ul style="list-style-type: none"> ▪ <i>High quality field days, speakers, feedback</i> ▪ <i>Newspaper article deadlines met</i> ▪ <i>Newsletter produced in timely fashion and of an improving standard</i> ▪ <i>High quality and interactive display material developed for field days and seminars</i> ▪ <i>Articles published</i> ▪ <i>Positive feedback from tour groups and visitors</i> ▪ <i>Professional-looking sites, increased effective tours, signs in appropriate locations in good time</i> ▪ <i>Presentation at BCG events as required</i> ▪ <i>Up to date information on website</i> ▪ <i>Reports to Extension Manager</i>
2. Delivery of Healthy Soils for Sustainable Farms project, extension outcomes	<ul style="list-style-type: none"> ▪ Coordinate training development, delivery and evaluation ▪ Coordinate demonstration site monitoring, analysis and extension ▪ Report on progress 	15%	<ul style="list-style-type: none"> ▪ <i>Training courses developed</i> ▪ <i>Training courses delivered</i> ▪ <i>Demonstration sites established</i> ▪ <i>Demonstration sites monitored</i> ▪ <i>Extension of project information</i> ▪ <i>Progress reports</i>
3. Extension of pasture and livestock information	<ul style="list-style-type: none"> ▪ Deliver timely and relevant extension material to be disseminated and outcomes at BCG field days, sticky beak days, BCG trials review etc. 	15%	<ul style="list-style-type: none"> ▪ <i>Information deadlines met</i>

4. Production of BCG Crop and Pasture Production Manual, Field Day manuals and annual members survey	<ul style="list-style-type: none"> ▪ Produce BCG's Crop and Pasture Production Manual ▪ Author and edit trial reports, jointly with Extension Coordinator ▪ Edit collaborators contributions ▪ Author and edit Field Day manuals ▪ Produce and organise collation of BCG's annual members survey 	15%	<ul style="list-style-type: none"> ▪ <i>Trial reports completed and reviewed</i> ▪ <i>Field day booklets prepared on time, usefulness evaluated</i>
5. Run BCG's 2020 Vision Group	<ul style="list-style-type: none"> ▪ Seek out and source funding to host events and field trips. ▪ Coordinate and implement the running of events and field trips ▪ Report on outcomes 	10%	<ul style="list-style-type: none"> ▪ <i>At least one event or field trip delivered per year</i>
6. Support Extension Coordinator in the delivery of other extension projects	Provide assistance to Extension Coordinator as required.	10%	<ul style="list-style-type: none"> ▪ <i>Effective delivery of entire communications programme</i>
7. Evaluation	<ul style="list-style-type: none"> ▪ Identify extension activities/tools and programs to evaluate and develop appropriate evaluation procedures, in consultation with Communication Team ▪ Undertake evaluation of BCG extension and communication programs ▪ Support continuous improvement strategies for the design and implementation of BCG extension programs 	5%	<ul style="list-style-type: none"> ▪ <i>Evaluation training</i> ▪ <i>Evaluation programs implemented</i> ▪ <i>Evaluation strategy developed</i>
8. Delivery of Virtual Agronomy information site and website	<ul style="list-style-type: none"> ▪ Support the delivery and operation of Virtual Agronomy (with Electronic Communications Officer and Extension Coordinator) ▪ Provide updated information from relevant projects, to include in the VA component of website 	5%	<ul style="list-style-type: none"> ▪ <i>Increased hits and positive feedback from VA and website</i> ▪ <i>New updates monthly can be viewed on the VA area of the website</i>
9. Awareness of occupational health and safety aspects of BCG's activities	<ul style="list-style-type: none"> ▪ Identify potential OH&S risks in BCG activities ▪ Notify necessary people for action to be taken ▪ Implement solutions to identified OH&S risks ▪ Ensure a report is completed on any incidents 	On-going	<ul style="list-style-type: none"> ▪ <i>Identification of all potential OH&S risks</i> ▪ <i>Implementation of solutions to identified OH&S risks including training outlines</i> ▪ <i>Accurate documentation on any incidents</i>

10. Professional development and participation in appropriate training courses	<ul style="list-style-type: none"> ▪ Seek to continually improve technical, communication and management skills ▪ Identify training needs, seek approval, register and participate 	On-going	▪ <i>Successful completion of training</i>
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5. WORKING RELATIONSHIPS

List the titles of individuals, departments and organisations with which the position holder will have the most frequent contact both inside and outside the company. Describe the nature or purpose of these contacts.	
CONTACT DETAILS	NATURE OR PURPOSE
Chief Executive, BCG	Strategic operations, project reporting, HR
Extension Manager, BCG	Daily operations for extension and communication program and general project support
Events Manager, BCG	Daily operations for event coordination
Research Agronomist, BCG	Trial design, trial analysis, trial interpretation, reporting at Trials Review and field days, production of Field Day manuals and Crop and Pasture Production Manual
Office Administration, BCG	Daily operations
Consulting Agronomists	Trial analysis, trial interpretation, reporting at Trials Review and field days, issues arising during the season, extension ideas, articles
Members of BCG	Communication of BCG and collaborative trials, projects and programs, evaluation of these activities
Research collaborators (CSIRO, DPI, NMS, other grower groups, sponsors)	Extension
Funding bodies (GRDC, AGO, LWA)	Progress reports
Others	Signs R Us, The Weekly Times, Stock & Land, regional newspapers, etc

6. ORGANISATIONAL RELATIONSHIPS

Immediate supervisor Extension Manager
Your position Extension Officer

7. KEY SELECTION CRITERIA

Essential

- Formal qualifications in agriculture, communication or related discipline
- Excellent written and verbal communication skills, including presentations to a wide range of audiences
- Good level of technical knowledge and demonstrated affinity for working with farmers and farm groups
- Demonstrated experience in a team environment with positive outcomes

Desirable

- Flexibility
- Innovative approach to role
- Understanding of agriculture, rural communities and IT
- Ability to establish and maintain industry networks

8. SPECIAL POSITION REQUIREMENTS

- The employee must be the holder of a Victorian driver's licence.
- A six month probation period will be observed for new employees.
- BCG is an Equal Opportunity employer and offers a smoke free workplace.
- The employee will be required to complete a Pre-existing Injury Declaration relating to the job requirements.

BCG is committed to protecting the health, safety and well being of all employees. To achieve this the BCG strives to ensure that employees are not required or permitted to undertake work for which they are not suited and to take appropriate measures to allow work to be done in a manner which will not put any person at risk to their health and safety.

