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| **Job title:** | Coordinator, Agricultural Competitions and Events (Cattle) |
| **Team:** | Competitions & Event Services |
| **Reporting to:** | Manager, Competitions |

**About the organisation:**

The Royal Agricultural Society of Victoria (RASV) is a member-based, not-for-profit organisation that has been enabling communities to celebrate and showcase their passion for more than 160 years.

The RASV’s key business pillars are:

* **Event Management.** RASV develop and deliver events particularly agriculture, food and beverage events that are valued by industry including the Australian Food Awards, Royal Melbourne Wine Awards, Australian International Beer Awards and many more;
* **Royal Melbourne Show**. Conducted by the RASV the Royal Melbourne Show is Victoria's largest and most iconic annual community event and attracts around 450,000 people over 11 days to Melbourne Showgrounds each year.
* **Venue Management**. RASV is the venue manager for Melbourne Showgrounds, Melbourne’s largest and most versatile indoor/outdoor event venue.

**About this role:**

To efficiently and effectively plan, coordinate and deliver a highly successful agricultural program that enhances the RASV brand and reputation in particular agricultural competitions, programs and activities at the Royal Melbourne Show and other events; initiatives that enhance and grow youth engagement; and build and strengthen industry relationships to increase involvement and value.

The key result areas for this position are:

* Sound relationships with exhibitors, prospective exhibitors & stakeholders
* Number of exhibitors and entries
* Exhibitor satisfaction
* Exhibitor retention
* Improvement in competitions, programs, events and exhibitions
* Financial result
* Product and event development and innovation
* Timely, accurate and informative stakeholder communication
* Alignment with RASV values
* Internal client satisfaction
* Quality of reports & plans

**Key responsibilities:**

* Develop, coordinate and implement the annual operating plans and budgets for agricultural programs including competitions (Beef Cattle, Dairy Cattle and Carcass), exhibitor programs, award presentation, functions and other value add industry events and activities such as the Beef Week Heifer Challenge.
* Ensure the effective day-to-day coordination of the events and activities within the portfolio
* Manage the Beef Cattle Committee and Dairy Cattle Advisory Group to understand stakeholder and industry expectations, identify barriers to success, and manage exhibitor engagement and implementation plans with Committees and Advisory Groups
* Engage with exhibitors via face-to-face, email and phone to drive entries into competitions and build repour with key stakeholders
* Develop and plan logistics requirements for events, including liaising across teams to ensure smooth delivery of events within appropriate timeframe and budget
* Liaise with the Coordinator, Agricultural Competitions and Events (Cattle) to deliver the Youth Development Program including the annual Agricultural Youth Travel Scholarship and ELVA Awards
* Contribute to the development of a long-term strategic plan for agricultural programs and deliver key initiatives and roll out of strategic plans
* Liaise across teams to ensure delivery of financial, human resources, IT, CRM, risk, venue, communications, marketing, sponsorship, asset management, project management and reporting requirements to deliver agricultural programs
* Liaise with the Agricultural team to deliver activities across the agricultural space during the Royal Melbourne Show
* Evaluate events and recommend to senior management on areas of improvement.
* Manage the exhibitor and supporter database
* Develop and deliver industry engagement activities
* Review, consult and implement event related policies and procedures that ensure legal compliance and efficient internal processes, and assist in the achievement of the organisation’s mission
* Identify opportunities to build and enhance existing events and activities to improve the value proposition for customers / exhibitors and grow the financial return to reinvest
* Build and promote key relationships including national organisations, government stakeholders, organisations and institutions in agribusiness, rural and regional communities, interstate Royal shows, existing and prospective supporters including exhibitors, sponsors and industry representatives as well as internal stakeholders
* Initiate and participate in forums, networks and interest groups to further develop community / industry relevance
* Represent the organisation in various settings ensuring the RASV’s brand is protected and enhanced
* Identify and promote opportunities to enhance our member value proposition
* Foster an environment of continuous improvement, working cooperatively with other competition coordinators to achieve agreed outcomes.

**Key competencies of the role:**

* Extensive experience and/or qualification in Project Management and/or Event Management
* Experience operating in an agriculture environment with an understanding of beef and carcase industries is desirable but not essential
* Strong project management skills with the ability to be process-driven and integrity focused
* Well-developed people management and teamwork skills including the ability to effectively contribute to and lead multi-disciplinary project teams
* Ability to drive change and contemporise business approaches
* Proven track record in project design and management, including the ability to plan, budget, organise, prioritise workloads and meet strict timelines, and manage a range of projects at any one time
* Highly developed oral and written communication and interpersonal skills, including a demonstrated ability to liaise, negotiate and manage strategic relationships
* Demonstrated experience and a record of achievement in a relationship management role
* Demonstrated ability to work effectively with committees, advisory groups and volunteers.
* Strong problem solving and decision-making capability
* Results oriented with a strong focus on continuous improvement and quality control.
* Advanced computer skills in MS Office Suite
* An understanding of the issues impacting regional Victoria, rural communities, and/or agricultural sectors would be highly desirable
* High drive and initiative with a strong work ethic
* Enthusiastic and self-motivated with high level of attention to detail
* Ability to work as a team member within the ethos and values of the RASV.

**Organisation compliance:**

* All employees are required to have and maintain a current Working with Children Check
* Be available to work the 11 days of the Royal Melbourne Show
* Work additional hours in the lead up and during events
* Adhere to RASV’s Code of Conduct, policies and values.
* A current full driver’s licence is required