

agriCULTURED

EXECUTIVE PRODUCER

POSITION DESCRIPTION & CANDIDATE PACK

Applications close: 5pm, Wednesday 8 November 2023

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About agriCULTURED

Visit Northern Tasmania (VNT) designed an industry-wide 'event', to be held in August each year, with the aims of boosting visitation to the region, and contributing to the sustainable development goals of Northern Tasmania. The 2021 and 2022 events were auspiced by FermenTasmania, with 2023 undertaken by Tasmanian Agrifood Network. We are a gathering of mavericks and traditionalists, industry professionals, academics and passionate foodies, hobbyists, artists and musicians, each one disrupting the status quo while honouring the land and those who tend to it. We're cultivating opportunities and shaping the future of Australia's agri-food sector.

Event Synopsis

agriCULTURED is designed to build on Tasmania's brand strengths, our rich diverse agricultural landscapes, our seasonal produce and vibrant food and beverage makers. It provides a forum for local and interstate farmers, producers, and makers, large and small, to meet, share and discuss significant issues of importance to all. The event will be delivered on farms and in barns across the agricultural landscapes of northern Tasmania over 4 days and is designed to be set within a unique cultural program.

Whilst the heart of the event is focussed on creating a convivial and stimulating environment to share and debate big ideas and innovations, a public program of ticketed social occasions will also be co-created. These ticketed events, available to both Tasmanians and our visitors, will showcase Tasmanian produce and celebrate our creative growers, makers, and Enterprises.

Event Governance

Tasmanian Agrifood Network Ltd will undertake agriCULTURED 2024.

The event aims to provide a showcase for Tasmanian success, our innovations, and our brand, with a focus on our food system. Its objectives are to:

1. Increase visitation to Northern Tasmania in the traditionally slow month of August.
2. Showcase and build the profile of the agri-food sector, and our local culture, in Tasmania, particularly the North.
3. Build connectivity and resilience within the food system by bringing industry, government, and community sectors together to inspire, share ideas, learn from each other, and build networks and partnerships.
4. Respect, acknowledge and celebrate Aboriginal people, culture, and knowledge of country within the design of the event.
5. Contribute to the brand development of Tasmania, particularly in terms of its agri-food and beverage sectors.
6. Help build the reputation of Launceston as a City of Gastronomy within the UNESCO Creative Cities network.

The event is aspirational, in that it seeks to influence the trajectory of the Australian agri-food sector by showcasing the Tasmanian experience as an exemplar of how innovation, cooperation and quality can build resilience and drive sustainable growth. As an island state that needs to work cooperatively within and between each sector of the agri-food industry, there are valuable lessons that we can share with the

rest of the world about the benefits of collaboration, building value chains, regional branding, and the value of healthy ecosystems to building a regional brand.

About you

The ideal candidate will be energetic and self-driven with proven industry connections and/or the ability to build these networks during the project. As a natural communicator, you will have a strong talent for event and program coordination and stakeholder engagement. You will enjoy working collaboratively, be curious and creative, and be invested in the growth and success of others as much as yourself. You will value the contribution that the arts, culture, and creativity play in engaging a diverse audience in inspiring events and will have experience in planning, designing, and running events for these diverse audiences in a variety of settings. Ultimately, you are motivated by the desire to optimise programs and nurture event success from inception to completion.

What you will achieve (Position Objectives)

- Lead and motivate agriCULTURED staff and volunteers in achieving agriCULTURED's vision, direction and plans;
- Plan and deliver an event in August 2024 that adheres to objectives;
- Ensure programming and content has high appeal to market segments and interstate visitors;
- Maintain organisational standards of safety, quality, and performance;
- Oversee event programming, ensuring agreed program goals are reached;
- Manage budget and funding channels for maximum productivity;
- Complete event evaluation and financial acquittal for the event.

What you will do (Position Responsibilities)

- Liaise with the agriCULTURED Conversations Leaders to ensure the design, philosophies, and integrity of the event are maintained throughout the execution of this contract
- Liaise with the Food Curator, Cultural Advisor and Festival Advocate in program development and cultural content for the 'Experience' Events
- Participate in the VNT Zero Waste Events Tasmania initiative and reduce waste at the 2024 event
- Engage with industry and creative partners to deliver the specific cultural content of the event
- Maintain engagement with external project presenters to ensure a high quality of events is maintained; including a commitment to zero waste, professional delivery and impeccable audience experience are at the forefront of planning.
- Liaise with representatives of the key target audiences of the event (including Tasmanian and national networks) throughout the detailed design and content programming phase to ensure that the needs of these audiences are being met
- Working with the Marketing and PR Manager, oversee the design, program and operations for a comprehensive communications and engagement plan to attract the target audiences and build interest in and a sense of anticipation about the event
- Working with the Marketing and PR Manager, and the Conversations Leaders, oversee the development of a sponsor and partner plan, to attract investment in the event through cash or identified in-kind contributions to offset budgeted expenses particularly in regard to interstate and international speakers and costs
- Identify and engage key delivery partners to ensure that the event components are delivered seamlessly

- In partnership with the Business Manager, develop and manage the event budget and be accountable for delivering against established goals/objectives
- Oversee event spend in line with approved budget, and attend financial review sessions with the Chair and Business Manager
- Working with the Business Manager, coordinate a post-event evaluation, financial acquittal and prepare acquittal reports to funding partners. Report internally on the success, viability and lessons learned from the 2024 event
- Work with the Business Manager in the preparation of timely Board and Government reporting obligations
- Undertake other duties relating to the event as assigned by the Chair
- Escalate major issues and risks to the Chair in a timely manner
- Manage the Marketing and PR Manager, ensuring role meets position responsibilities

What you will need (Skills Criteria)

- Extensive experience in event execution and an end-to-end delivery
- Strategic and operational knowledge to understand the commercial value and financial viability of events
- Sound understanding of financial management aspects of event management, including probity and the management of public monies
- Experience in event content development and programming
- High level verbal and written communication, interpersonal, consultation and negotiating skills and the capacity to develop effective working relationships with clients and key internal contacts
- Sound computer literacy and capacity to use current PC based applications including word processing, spreadsheets, and CRM software
- Strong digital marketing skills
- Previous industry engagement and stakeholder management skills
- Strong problem-solving skills, creativity, the capacity to successfully manage competing work priorities, meet deadlines, and develop effective solutions to complex problems.
- Proven capacity to initiate, review, monitor and report on event performance
- Ability to work independently whilst reporting to the Chair and steering group/board of governance
- Sound knowledge of workplace health and safety, equal opportunity and equity principles and ability to adhere to these principles. An ability to manage the event in a Covid safe manner, complying with Public Health guidelines

Other position requirements

- Experience in a flexible working environment. WFH basis is essential
- Knowledge of food systems and the Tasmanian food industry, or interest in learning
- A proven track record of producing high quality events
- Current 'C' class driver's license
- Current Working with Vulnerable People check, or willingness to obtain one

RELATIONSHIPS

The Executive Producer, will work closely with agriCULTURED's Business Manager as well as with a wide range of stakeholders, particularly:

agriCULTURED Conversations Leaders, Cultural Advisor and Festival Advocate.

External Stakeholders including industry, other organisations, strategic partners and members of the broader food systems community.

DIRECT REPORTS

- Community Day Coordinator
- Zero Waste Coordinator
- Marketing Manager
- PR Manager

REPORTS TO

- Caroline Brown (agriCULTURED Chair)

CONTRACT INFORMATION

This position is up to **0.6 FTE**; hours will fluctuate based on workload, particularly in the weeks prior to the event. It is the responsibility of the successful candidate to manage their hours accordingly.

Remuneration will be negotiated and commensurate with the experience and capabilities of the successful applicant.

Contract December 2023 - October 2024

Ongoing November 2024 onwards

RECRUITMENT PROCESS

KEY DATES

Applications close 5pm, Wednesday 8 November 2023.

Please note that applications will be reviewed on a rolling basis.

HOW TO APPLY

Please submit a CV with two referees, and a cover letter addressing the skills criteria careers@agricultured.com.au using subject line **Executive Producer Application**.

Referees will only be contacted with consent from the candidate.

This email address is the best point of contact should you have any questions regarding the role and/or recruitment process.