



NRF Executive Officer

Position Description

20 hours / week (flexible hours)

work from home

\$40/hour + super and expenses

Northern Rivers Food (NRF) are seeking a suitably qualified, experienced leader, with well-developed skills in communication, marketing, business administration, fund raising and relationship building, to help drive the growth and development of this very special food and beverage member-based organisation, based in the Northern Rivers NSW region.

BACKGROUND

Northern Rivers Food (NRF) is a not-for-profit member-based food & beverage industry group. It was established in 2011 by people in the food industry from the “paddock to the plate” to support the food industry in the Northern Rivers. NRF aims to connect people in the local food industry by providing regular events, workshops & networking opportunities. Our members include growers, food and beverage manufacturers, local markets and retailers, food services – chefs, restaurants, caterers, distillers, brewers, marketers and anyone else involved in the local food and beverage industry in Northern NSW. NRF has a reputation for leading the food & beverage industry in the region, providing a network and support for all food & beverage businesses in the region.

Our why

Northern Rivers Food (NRF) exists to accelerate our members’ ability to achieve their goals as Northern Rivers food and beverage businesses.

Our how

We focus on business-to-business support, acting as an enabler to leverage opportunities for members.

We do this through collaboration, both formal and informal, within our membership and with outside partners, organisations and businesses.

We provide education and networking, encourage innovation and work to attract and encourage new food and beverage businesses.

We celebrate and support provenance, acknowledging the quality of food and beverages produced in the region.

We strive to deliver tangible member benefits that are easily accessed and communicated.

Our values

As an organisation we value everything that makes food from the Northern Rivers special.

It's the landscape. From lush rolling hills to miles of beaches; from pristine rainforest to quirky towns and villages. You'll find it all here and really, there's nowhere else quite like it.

It's the people. Our makers, growers and farmers are part of the community. Intertwined characters. They love it and we love them.

It's the diversity. If you want it, you'll find it – and it's top quality. That is thanks to the region's inherent appetite for innovation and commitment to food that reflects its location and its people.

It's the spirit that goes into it. We care deeply about food. But more than that, we care about how people experience our region, and how sharing our food can nourish mind, body and soul.

It's the respect. We care deeply about our community, about our country, about the natural environment around us and about the traditional custodians of the Bundjalung Nation we all call home.

ROLE OVERVIEW:

Reporting to the Chair of NRF, the Executive Officer is responsible for the smooth running, growth, development, and positioning of this member-based food & beverage industry not-for-profit organisation in the Northern Rivers NSW region. The Executive Officer works with Member Services Officer and various Industry Committees to help connect, develop and celebrate its food and beverage industry members. This is a generalist role and includes a wide variety of administrative, B2B marketing, communication, event management, fund raising, business development and stakeholder relationship activities. The role requires outstanding organisational ability, leadership, resourcefulness, enthusiasm, marketing, communication, and relationship management skills.

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| Job Title: | Executive Officer, Northern Rivers Food |
| Reports to: | Chair, Northern Rivers Food |
| Reach: | Area covers seven LGA groups in the Northern Rivers NSW region including: Tweed, Byron, Ballina, Lismore, Richmond Valley, Clarence, Kyogle. |
| Supported by: | This role is supported by: Member Services Officer, Volunteer Industry Committees and groups. |
| Hours / week: | 20 hours / week (flexible hours) |
| Location: | Must be based in Northern Rivers NSW. Work from home (no head office). Flexible hours and location. Must have licence and own car to use for travel. |
| More info | www.northernriversfood.org |

ROLES & RESPONSIBILITIES

Operational & Governance

- Work with the NRF Executive Committee on overall program direction and strategy.
- Work with NRF Treasurer to ensure good governance of industry funds
- Ensure adequate insurance each year.
- Organise AGM each year and ensure all necessary government reporting has been completed professionally and on time.
- Ensure all NSW Fair Trading requirements are met, all committee meetings are run professionally and good governance is always followed.
- Work with the Chair to ensure smooth running of the Executive Committee to provide direction and strategy for NRF
- Work with the Chairs of the Industry Groups and Committees to ensure relevant activities are undertaken that uphold NRF's purpose and values and support members.

Strategic & Member Engagement Activities

- Work to NRF Strategic Plan 2023-2025 as identified by NRF Executive Committee.
- Develop and implement an Action Plan each year, based on the Strategic Plan
- Organise update of the NRF strategic plan every three years
- Organise annual survey of members to determine feedback and priority areas
- Work with Member Services Officer to grow membership and connect, engage and celebrate members
- Develop suite of relevant, engaging educational resources for members on website
- Manage the meetings, activities and administration of all the NRF industry groups
 - Work with Executive Committee to identify and develop new, relevant industry groups (e.g., Grower and Farmer Support Group, Indigenous / Australian Native Food group etc)
 - Work with the Events Committee to develop an industry & networking events program that is focused on issues relevant to the food and beverage industry
- Collaborate with other relevant groups in the region (e.g., Destination North Coast, Sourdough, Tweed Tourism Co, Young Farmers etc)
- Work with Member Services Officer to develop and deliver a member benefit program
- Manage all aspects of industry events including ticketing, catering, photography and audio-visual support
- Seek sponsorship for key industry events
- Develop media releases for key events and organise industry spokespeople

B2B Marketing Activities

Develop and implement an inaugural biennial "Regional Food & Beverage Conference" ensuring:

- adequate partnerships and sponsorships to ensure ongoing financial viability of the event and for NRF overall
- trade show event within the conference to showcase NRF producers
- an engaging line up of speakers, workshops and events within the conference program

- the event attracts a national audience (and national sponsorship opportunities)
- all aspects of the conference and trade event run smoothly
- the conference is marketed to appropriate regional food businesses / regions.
- The event is supported with relevant PR / media and social media.

Support the Member Services Officer with the development and implementation of the NRF Harvest Food Trail each year. Ensure the event runs smoothly, to budget and supports the NRF membership and values.

External Representation & Partnerships

- Collaborate with regional and other stakeholders to ensure NRF is well respected and positioned as premier networking food & beverage industry group for the region.
- Where relevant, work with industry partners on collaborative events.
- Liaise with government funders to determine any opportunities in the pipeline.

Sponsorship & Business Development

- Seek sponsorship where possible for NRF overall, including biennial conference and industry events programs
- Support Member Services Officer with Harvest Food Trail sponsorship
- Liaison with governments and other relevant stakeholders to identify and apply for relevant government grants.
- Ensure sponsors and partners feel they are receiving good value for their support and acknowledge where possible.
- Seek opportunities for new collaborations, partnerships, and strategic development for NRF

SELECTION CRITERIA:

Essential:

- Excellent interpersonal, communication and leadership skills with a can-do attitude
- The ability to engage with a wide range of people from different backgrounds
- A sound understanding of relationship management and engagement and the ability to translate this to engagement of members and stakeholder groups
- Demonstrated fundraising experience with success in achieving significant sponsorship and grant funding.
- Resourceful, strategic, self-motivated and the ability to work autonomously on multiple projects at one time.
- Well-developed organisational and project management skills
- Ability to work effectively with industry groups, committees, and volunteers
- Availability and willingness to travel across the Northern Rivers NSW region (from Tweed to Grafton) to run events, liaise with members and stakeholders.
- Ability to work flexible hours from home office, with some out of business hours for events, including some evenings and weekends for events.
- High level of computer literacy
- Class C driver's license.

Desirable:

- Understanding of the major issues relating to the local food & beverage industry in Northern Rivers NSW
- Conference organisation and industry event management experience
- B2B marketing experience
- Good business, government, and media networks in the region
- Experience with content management systems, WordPress, Mail Chimp and ticketing platforms.