Position Detail

<table>
<thead>
<tr>
<th>Position Title: Trade and Strategy Program Coordinator</th>
<th>Position Reports to: Manager International Trade Development</th>
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<tbody>
<tr>
<td>Business Unit: Trade and Strategy</td>
<td>Sub-unit: Trade and Strategy</td>
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<tr>
<td>Number of Direct reports: 0</td>
<td>Number of Indirect reports: 0</td>
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</tbody>
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Group Purpose

Dairy Australia Ltd is the national services body for the Australian dairy industry. The company acts as the collective investment arm of the industry. Dairy Australia invests in essential research, development, extension and industry services in areas where a collective approach can deliver more effective and valuable business and social outcomes than individual action, or generate synergies and savings for industry through cost economies and effective knowledge capture and sharing.

To support Australia’s position as an internationally competitive, innovative and sustainable dairy industry, Trade and Strategy undertakes a broad range of activities on behalf of internal and external industry stakeholders. These include:

- Encouraging a more favourable international market environment for Australian dairy exports
- Building active preference for Australian dairy products among key consumer/customer groups
- Providing high-level technical support to industry and government on emerging trade & natural resource management issues,
- Analysing major production, consumption trends in domestic and international markets,
- Developing accessible knowledge bases on future drivers of industry profitability, sustainability
- Coordinating strategic planning within DA (including stakeholder consultation and reporting on the impact, effectiveness of DA programs and activities)

Position Purpose

The Program Coordinator is responsible for coordinating Trade and Strategy’s domestic and international events and providing program support.

Ultimately, the core function of this role is to ensure that all domestic and international events planned and implemented on time, within budget and meet high quality standards.
# Trade and Strategy Program Coordinator

**Dairy Australia – Position Description**

## Main Accountabilities

### Events Logistics
- Support the management, administration, logistical arrangements, implementation and evaluation of international in-market events including Dairy Australia’s annual seminar programs in China, the Middle East, South East Asia, and Japan as well as additional in-market events and projects as required.
- Support the management, administration, logistical arrangements, implementation and evaluation of Dairy Australia’s annual scholarship programs with Japan, China and South East Asia.
- Assist and support market visits programs undertaken by members of the Trade team, and other T&S colleagues.
- Assist and coordinate other Trade and Strategy events associated with Dairy Australia’s strategic projects, such as the ‘Trans-Tasman Leaders Forum’ and ‘Situation and Outlook’ launch.
- Develop and coordinate Dairy Australia’s domestic and international visitors program – hosting dairy delegations, as requested.
- Work with and utilise the services of Dairy Australia’s Communications team to assist in the execution of these programs wherever possible.

### Account and Contact Management
- Work with the Group Administrator Trade & Strategy to maintain the Trade and Strategy account management database – update contacts, alumni details, input engagement data and undertake initiatives to identify new contacts/international stakeholders.
- Work with Dairy Australia’s international service providers, including our Japanese consultant, to ensure timely responses to requests and contract management.
- Complete and submit the annual ‘Export Market Development Grant’ application to Austrade.

### Communication Management/ Liaison
- Work with Dairy Australia’s Communications team to produce the international quarterly publication “Dairy Australian” – including sourcing and writing stories, overseeing graphic design, coordinating translation (Chinese, Korean, Japanese), and final distribution via the CRM.
- Work with our Japan market consultant, and with Dairy Australia’s Communications team to produce and distribute (via CRM) the annual ‘Japan Alumni newsletter’.
- Assist and support the development, translation, publication and distribution of Trade team publications, such as recipe and cheese booklets and other relevant publications.
- Assist with addressing the information needs of international customers and provide timely responses to enquiries.
- Updating and creating content for electronic direct mailouts (EDM) to dairy manufacturers via the CRM/ Salesforce.
- Creating digital events within the ‘Reg Online’ and/or ‘Eventbrite’ platforms to allow manufacturers to subscribe to Dairy Australia initiatives.
- Periodically review content on the Dairy Australia manufacturing websites, and create lists of proposed changes to be actioned by the Dairy Australia digital team.
Trade and Strategy
Program Coordinator
Dairy Australia – Position Description

Key Results Areas

- Project management, implementation and evaluation.
- Building and maintaining relationships with local and international service providers – travel, venues, catering etc.
- Manage Trade and Strategy’s international customer database in conjunction with the Group Administrator Trade & Strategy

Specific Position Requirements

Experience/Knowledge/Abilities

Competencies

- Project management
- CRM/Salesforce database management
- International marketing skills, including cultural awareness and diplomacy
- Relationship building & Communication skills
- Research and analysis such as lateral thinking
- Positive work ethic, self-motivated
- Financial planning and budgeting

Mandatory Qualifications/Experience/Skills

- Event management
- Project management experience and skills

Desirable Qualifications/Experience/Skills

- International marketing experience
- Tertiary qualifications in communication and/or marketing/business
- Languages (Japanese, Chinese, Vietnamese, Thai, Indonesian, Malaysian, Korean)

Key Working Relationships

<table>
<thead>
<tr>
<th>Internal</th>
<th>External</th>
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<tbody>
<tr>
<td>Trade and Strategy Team</td>
<td>External Stakeholders</td>
</tr>
<tr>
<td>Relevant employees within Dairy Australia</td>
<td>Suppliers</td>
</tr>
<tr>
<td>Manager International Trade Development</td>
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Trade and Strategy
Program Coordinator
Dairy Australia – Position Description

<table>
<thead>
<tr>
<th>Behavioural Competencies</th>
<th>Description</th>
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<tbody>
<tr>
<td>Strategic Perspective</td>
<td>Emphasizes the broader, longer term and more holistic vision and values of the Dairy Australia as a means of guiding decisions and actions</td>
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<tr>
<td>Influencing and Relationship Building</td>
<td>Ability to build, develop and maintain key relationships with relevant industry professionals, coupled with the ability to persuade, convince or influence others</td>
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<tr>
<td>Written and Verbal Communication</td>
<td>Ability to convey information verbally and in writing to foster, encourage and facilitate open communication</td>
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<tr>
<td>Sharing of Expertise</td>
<td>Brings both the motivation to expand and use one’s knowledge, and the willingness to share this knowledge with others. Actively spreads new knowledge and technical expertise.</td>
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<tr>
<td>Strategic Management</td>
<td>Evaluating data to gain business insight, with the ability to analyse multiple processes and systems simultaneously</td>
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<td>Accountability within Judgment &amp; Decision Making</td>
<td>Takes personal responsibility for conduct and the quality and timeliness of work. Makes timely, informed decisions using judgment and taking into account the facts, goals, constraints, and risks.</td>
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<tr>
<td>Analytical Thinking and Commercial Acumen</td>
<td>Synthesizes complex or diverse information; Collects and researches data. Uses intuition and experience to complement data. Designs work flows and procedures to solve problems and create opportunities.</td>
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<tr>
<td>Resilience and Interpersonal skills</td>
<td>Is composed, calm, and confident and focuses on solving conflict, not blaming; Maintains confidentiality. Listens to others without interrupting. Keeps emotions under control. Remains open to others’ ideas and tries new things.</td>
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**Flexible Working Opportunities available for this role:** (this assessment is based on factors such as the type of activities the role performed, systems required to be used to perform the role etc. Discussions with manager are required to validate before flex working commences)

- ✔ Remote Working
- ✔ Early start/early finish
- ✔ Part-time
- ✔ Job-share