



JOB DESCRIPTION FOR FARMGATE MARKETEEER

Background: The Network for Sustainable and Diversified Agriculture is a regional not-for-profit organisation the purpose of which is to collectively promote and coordinate activities and information that will assist in the implementation of sustainable and diversified agriculture in North Queensland. NSDA is run by a Management Committee.

Farmgate local food and produce market has been operating at the Pier in Cairns for the past 7 months. An average of 30 -40 stallholders attend the market. The aim of this position is to increase awareness of Farmgate and increase customer attendance.

The Market Manager will be required to work 2 days per week. The work entails the following activities:

- Producing a weekly news-sheet on market activities and specials
- Liaising with Farmgate stallholders/producers and preparing background stories for news outlets
- Preparing news and information releases for local media, publications and fliers
- Email fliers to Cairns community groups, farmers groups
- Letter drops to businesses, apartment blocks etc in Cairns city centre
- Liaising with NSDA Management Committee and Pier management on market activities
- Liaising with Advance Cairns on the tropical food tourism project

Travel required to Cairns hinterland on contact trips to farms, businesses

SELECTION CRITERIA

1. Highly motivated and energetic, with a proven ability to work unassisted
2. High level of written skills and computer competency
3. An in depth knowledge of and a background in the rural/farming community.
4. Experience from the the food retailing industries is an advantage
5. Well presented and capacity to communicate with diverse range of people
6. Ability to negotiate with sensitive interpersonal skills
7. Own car and drivers licence

Payment:

The wage per week is calculated on a rate of \$21 per hour at an estimated 16 hours per week plus an allowance for general expenses of \$40. Superannuation paid will be 9% of the gross wage (paid to a fund of choice).

Reporting: The Farmgate Marketeer reports to the NSDA Management Committee

While the Management committee will provide support as required the position of Farmgate Marketeer is an autonomous position requiring a high level of intelligence and flexibility, creativity and honesty. The Farmgate Marketeer is an important position requiring a professional attitude and well balanced outlook.

Application: Apply by email outlining capability to undertake the role, contact details of 2 referees and attach CV and evidence of skills competency.

Apply to: Anthony Fermo [biochicken@bigpond.com]