



Position Description

Biochar Education & Marketing Coordinator

1. Background

Yarra Valley ECOSS is a 7-hectare site located in Wesburn in the Upper Yarra Region. The ECOSS vision is to establish a vibrant and innovative centre that supports the local community in developing sustainable living solutions. The Community Development and Biochar Marketing and Education Officer will be actively involved with the Education Program, Festivals, Seminars, Events and Committee of Management in supporting the community to access Environmental Education in general and more specifically education in the properties of Biochar in partnership with Yarra Ranges Council and Earth Systems, the Biochar producer.

2. Position summary

The Biochar Education & Marketing Coordinator will undertake Biochar education, promotion and marketing. This will include 2 Farmers seminars per year focussed on Climate Mitigation with emphasis on promoting Biochar, its uses, benefits to the environment and the farmer. The Biochar Education & Marketing Coordinator will be responsible for engaging the students participating in the YV ECOSS Schools Program, including the alternative programs for indigenous students, VCAL students and marginalised students. The Coordinator will develop a program of appropriate hands-on activities in line with the YV ECOSS vision while allowing for different age groups, emotional issues, targeted interests and students' well being.

The Biochar Education & Marketing Coordinator will work to ensure that the Biochar Education is embedded into all of YV ECOSS' Festivals, Events, Programs, and will develop the programs to the highest standard.

The Biochar Education & Marketing Coordinator will develop a Marketing Strategy and will develop YV ECOSS as a distribution point for Biochar sales including promoting and selling it at YV ECOSS festivals and events. The Officer will also develop visual representations such as test plots on site at YV ECOSS.

The Coordinator will work together with Yarra Ranges Council, and Earth Systems, the managers of the Biochar Plant, to plan site Tours ensuring all Safety and WHS Procedures are adhered to.

3. Position Objectives

- To Actively Promote Biochar within farming and rural communities as well as within YV ECOSS Education Programs, Seminars, Festivals and Events.
- To develop and promote Biochar as part of the environmental education programs for schools and the community.
- To Showcase test plots at YV ECOSS.
- To Market Biochar as a positive step in Climate Mitigation.
- To Sell Biochar at YV ECOSS

4. Key Results Areas

- To enhance the opportunities for people to access Education around Biochar
- To promote and maintain a successful Biochar and environmental Schools program at YV ECOSS
- To successfully Market and Brand Biochar as an essential way to help draw down carbon.

- To recognise potential pathways for furthering the reach of Biochar Education and promoting and increasing the sales of Biochar.
- To work within a team and support a positive approach.
- To promote the vision and work of YV ECOSS

5. Qualifications and Experience

- Good communication skills
- Interest in the potential of bio char
- Knowledge and understanding of the YV ECOSS environmental vision
- Some experience in marketing
- Some experience in Education
- Knowledge and understanding of the impacts of Climate Change, and strategies for mitigation
- Level 2 First Aid
- Working with Children Check
- Possession of current Victorian drivers licence

6. Key Selection Criteria

- Demonstrated ability and experience in working with a diversity of stakeholders including farmers, students, businesses and members of the community
- Demonstrated experience in aspects of marketing and education
- Demonstrated high level of communication skills
- Demonstrated ability to work independently and on task
- Demonstrated ability to work as part of a team
- Demonstrated understanding of current environment issues

7. Conditions of Employment

- This is a contract position, 11 hours per week, until February 2024 in accordance with the SCHADS award and paid at Level 3, Pay Point 1.
- A superannuation plan is included.
- Physical capacity: no pre-existing physical or medical condition exists that would prevent the worker carrying out the tasks as outlined in this document.
- YV ECOSS is an Equal Opportunity Employer, and is committed to the principles of equality and non-discrimination. Compliance with these principles is mandatory.

8. Accountability and extent of authority

- The position will report to the Executive Officer and the YV ECOSS Committee of Management as required.
- The worker is bound by the policies and procedures of YV ECOSS.