

Role description

Regional Extension & Adoption Officer

Location: Hybrid

Employment Type: Full-time, fixed term

Reports to: General Manager Corporate Affairs

About Cattle Australia

Cattle Australia is the national peak industry body representing Australia's grassfed cattle producers. We provide a strong, unified and influential voice for producers, representing them on policy, guiding industry investment, and supporting a resilient and profitable grassfed cattle sector.

Led by an experienced and progressive Board, Cattle Australia is a small, high-performing organisation with a national footprint. Our team operates across multiple states and works closely with industry, government, research organisations and stakeholders to deliver outcomes for producers and regional communities.

About the Role

CA is currently seeking two Regional Extension & Adoption Officers to join the team. The Regional Extension and Adoption Officers will support Cattle Australia to deliver extension and adoption services through producer engagement initiatives. The officers will assist in accelerating adoption of practical initiatives that align with the Red Meat Strategy, strengthen regional engagement with producers, and build connections between producers, industry resources and industry adoption programs across Australia.

Key Responsibilities

The Cattle Australia Regional Extension & Adoption Officers will:

- Identify regional adoption priorities for producer engagement and support delivery planning in priority areas.
- Implement adoption strategies that respond to producer needs and align with agreed industry priorities.
- Promote awareness of industry adoption programs and resources.
- Develop and deliver producer case studies each year that demonstrate positive practice change through adoption and extension activities.
- Support Cattle Australia officers to build capability and access relevant extension materials for use with producers and regional networks.
- Deliver projects efficiently in accordance with approved budgets, timelines and reporting requirements.

Reporting and Governance

Officers will submit timely reports in accordance with project guidelines, including updates on delivery progress, producer engagement, adoption outcomes, case studies, risks, budget status and any opportunities to improve regional impact.

Expected Outcomes

- Improved regional engagement with cattle producers across Australia.
- Increased producer awareness of key industry priorities and relevant industry adoption programs.
- Greater uptake of practices that improve profitability, productivity, sustainability, animal welfare and workforce capability.
- Documented examples of producer practice change through annual case studies.
- Effective collaboration between Cattle Australia, industry and regional producer networks.

Skill, Experience, and attributes

- Strong understanding of the Australian cattle industry, producer engagement and regional livestock production systems.
- Demonstrated experience in extension, adoption and stakeholder engagement,
- Ability to communicate clearly and confidently with producers, industry representatives and regional partners.
- Strong facilitation skills, including the ability to organise successful workshops, field days, producer meetings and other engagement activities.
- Ability to translate technical information into practical, producer-focused resources and messages.
- Sound project management skills, including planning, budgeting, reporting and delivery against agreed timelines.
- Strong written communication skills, including the ability to prepare reports, case studies, briefing notes and producer-facing materials.
- Ability to work independently across regional areas while maintaining effective collaboration with Cattle Australia staff, industry partners and producer networks.
- Competence using digital tools for communication, reporting, data collection and stakeholder management.
- Current driver licence and willingness to travel regionally as required

What We Offer

- A purpose-driven role supporting Australia's grassfed cattle producers.
- Close working relationship with a highly regarded national Board.
- Supportive, professional and collegial working environment.
- Competitive remuneration commensurate with experience.
- Flexible working arrangements, including potential work-from-home options.

To apply please send your cover letter and resume to ca@cattleaustralia.com.au