



## Join our team!

The Queensland Rural Ambassador Awards are looking for new members to take part in a Working Group Committee to help shape the future of the Awards.

You should apply to join the Queensland Rural Ambassador Awards Working Group if:

- *You'd like to play a major role in planning for the continued development of a statewide leadership award culminating with an amazing state final program*
- *You're looking to meet, engage and mentor motivated young professionals and rural leaders*
- *You often think, "The Rural Ambassador Awards should've done THIS instead..."*
- *You are proactive, enjoy working as a team, and get a thrill out of seeing your work in action to deliver genuine opportunities for young members of your community*
- *You're looking to provide a meaningful contribution towards developing rural and regional community leaders across the state*

Our Working Group are seeking individuals who are proactive at completing allocated tasks, but also love working in a supportive team environment while being forthcoming with ideas to engage in discussions. As a statewide committee, communication is essential so you would be committed to remaining 'checked in' to your emails and group messages. At the moment we are looking for Working Group members to assist in organising this year's competition, but with further opportunity to join the Rural Ambassador Awards organising committee once it is re-developed

If this sounds like an opportunity of interest for you, the following roles are available:

- **Sponsorship:** Develop and maintain strong relationships with sponsoring organisations. Maintain a sponsorship database. An invaluable aspect of this role is supporting relationships with these sponsors throughout the year by managing commitments and maintaining communication. Ideal for someone who is creative in analysing new ways to gain sponsors, and good at networking. With a newly developed sponsorship prospectus, you will be equipped to hit the ground running.
- **Social Media:** develop and implement a social media strategy to increase overall reach and brand awareness. Predominately, Facebook and Instagram will be used to promote the Rural Ambassador Awards, engage the public and increase online presence. An ability to forward plan and schedule posts is essential to maintain an active presence



throughout the year, with the peak content time being in the lead up to, during and after the State Finals held in August.

- **Publicity and Local Show Development:** A new role to work with and engage local show societies across the state to host and develop their local Rural Ambassador competition, assisting Sub-Chambers and Show Societies in delivering their finals while preparing entrants to compete at higher levels of the competition. Engage with media outlets across the state to promote the Awards at a local level, as well as identity media opportunities for the State Rural Ambassador winner and runner up post state finals announcement. The ideal person would be a great communicator, have a passion for writing (media releases and emails in particular) and take a keen interest in the many and varied journeys of future, current and past Rural Ambassadors.
- **Awards Program Development:** A key role centred upon developing the awards program itself to provide the optimal opportunity for entrants, engaging and offering value. This includes opportunities during the state finals for the entrants during the days they are in Brisbane, such as skill development, relevant tours, and networking, giving young regional and rural community members an exciting reason to enter the program.

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As a part of the organising committee, you commit to meeting the following KPI's:

- attend at least 75% of the committee meetings per year which are held via Zoom
- attend the state finals in August, some of which will be subsidised but there will be some out-of-pocket expenses.
- stay connected with the committee via emails and groups chats (weekly)
- contribute to the growth and development of the Awards

Please submit a one-page expression of interest, outlining why you would like to be involved and what skills you would bring to the Queensland Rural Ambassador Awards Working Group. Further interviews for selection of group members will commence after the closing date for EOIs.

If you have any questions, please email [ruralambassador@qldagshows.com.au](mailto:ruralambassador@qldagshows.com.au), or contact the Queensland Ag Shows Office

***Expressions of Interest are to be emailed to: [ruralambassador@qldagshows.com](mailto:ruralambassador@qldagshows.com)***

***Applications Close: 29<sup>th</sup> of February, 2024***