

COONAWARRA



Coonawarra Vignerons Executive Officer – Coonawarra Grape & Wine Inc.

Coonawarra Vignerons Association

Position Description – Executive Officer

Position Overview

The Executive Officer (EO) is the chief executive equivalent of the Coonawarra Vignerons Association (CVA). The EO is responsible for delivering the Association's strategic priorities while ensuring its financial and operational sustainability.

Reporting directly to the CVA Board (via the President), the EO will:

- Lead the implementation of the Strategic Plan
- Elevate Brand Coonawarra nationally and internationally
- Build strong advocacy across government, media, trade, and industry
- Drive financial sustainability through membership value, partnerships, sponsorships, and grants
- Ensure members receive a tangible return on investment from CVA activities

This role requires a leader who can balance strategic vision with hands-on delivery and engage stakeholders at local, state, national, and international levels.

Key Responsibilities

1. Strategic Leadership & Planning

- Deliver the CVA's Strategic Plan and annual business plans.
- Establish and monitor KPIs and report progress to the Board.
- Identify and pursue emerging opportunities for the region.

2. Building Brand Coonawarra

- Develop and implement a brand, PR, and marketing strategy.
- Position Coonawarra as Australia's leading Cabernet region.
- Lead initiatives such as the Coonawarra Roadshow, the Coonawarra Champions network, and strategic partnerships.

3. Advocacy & Stakeholder Engagement

- Act as spokesperson and primary representative of the CVA.
- Build strong relationships with industry bodies, governments, agencies, and key opinion leaders.
- Ensure Coonawarra has a strong voice at trade events, forums, and government discussions.

4. Member Value & Engagement

- Foster meaningful engagement across all member segments.
- Deliver initiatives that provide clear ROI for members.
- Improve communication and facilitate collaboration with the Board and committees.

5. Organisational Leadership & Governance

- Oversee finance, staffing, systems, and compliance.
 - Lead a small team and foster a high-performance culture.
 - Secure revenue streams through membership, sponsorship, grants, and events.
 - Ensure strong governance and long-term financial sustainability.
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Skills & Experience

- Demonstrated leadership experience in wine, agriculture, tourism, or FMCG.
 - Strong advocacy and stakeholder engagement skills.
 - Proven marketing and brand strategy development.
 - Financial and commercial acumen with experience diversifying revenue streams.
 - Knowledge of the wine sector, export markets, and consumer trends (desirable).
 - Exceptional communication and relationship-building skills.
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Personal Attributes

- Strategic thinker with ability to execute.
 - Influential and credible with senior stakeholders.
 - Commercially focused with strong member-value mindset.
 - Collaborative and team-oriented.
 - Passionate advocate for Coonawarra, wine, and regional communities.
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Reporting & Structure

- Reports to: CVA Board (via the President)
 - Direct reports:
 - Events & Marketing Officer (0.6 FTE)
 - Finance & Administration Officer (0.6 FTE)
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Location & Travel

- Based in Coonawarra, SA (with flexibility for candidates). Physical presence in region is beneficial but not mandatory.
- Occasional interstate travel required to promote Brand Coonawarra and represent members.