



The Australian Wine
Research Institute

Position Description

- Title of Position:** Behavioural Scientist – Extension and Adoption
- Reporting to:** Group Manager – Industry Development and Support
- Overview:** The Behavioural Scientist will apply their skills to assist in the design of research projects, extension and adoption programs with a clear focus on delivering real impact to the Australian wine sector.
- Qualifications:** A degree in a relevant discipline area, such as psychology, social psychology, behavioural science or similar, with a postgraduate qualification preferred.
- Experience:** At least three years of practical experience in the application of social science insights to behaviour and practice change programs, preferably in an agriculture-related or food production field.

Principal Accountabilities:

1. Support the AWRI to develop its social science and behavioural science capability and advise how social science can best meet the organisation's strategic objectives and industry commitments.
2. Work closely with AWRI staff and industry collaborators to co-design and implement projects, ensuring research outcomes result in enhanced adoption, promote practice change, encourage sustainable practices and increase profitability in the wine sector.
3. Conduct and manage social and behavioural science activities to understand barriers to adoption and support practice change.
4. Develop metrics, measure impacts, monitor and evaluate the effectiveness of research, practice change and extension projects.
5. Undertake qualitative and quantitative analysis of data generated by AWRI extension platforms and external sources to improve the quality and effectiveness of extension and adoption activities. Incorporate results to ensure clearer adoption and extension pathways.
6. Guide the development of extension, knowledge transfer and information platforms.
7. Design programs to support the adoption of new innovative practices and digital technologies within the wine sector.
8. Develop material for, and participate in, seminars and other extension and communication activities.

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9. Undertake and manage projects as required and meet financial objectives.
10. Organise and supervise ancillary staff contracted to provide specialist training and extension services to the wine production sector.
11. Undertake other duties as directed by Group Manager – Industry Development and Support or the Managing Director.
12. Accept that all intellectual property, patents and discovery arising during the course of employment at the AWRI remain the property of the AWRI.
13. Promote the general wellbeing of the AWRI by ensuring that all contact with staff, industry or the public is performed in a professional and confidential manner.

Key selection criteria:

1. Practical and theoretical understanding of social and behavioural sciences, preferably in an agricultural extension and adoption context.
2. Expertise and/or an appropriate qualification in behavioural science, social research or similar.
3. Experience in developing and delivering behaviour change programs in an organisational or agricultural context.
4. Ability to work and communicate successfully within a multidisciplinary environment and across extension, research and industry groups.
5. Can identify and partner with stakeholders to ensure active collaboration in the design process to understand stakeholder needs, obtain ideas, insights and input.
6. Ability to maintain effective working relationships and contribute positively in a team environment.
7. Superior oral and written communication skills.
8. Willingness and ability to travel nationally.
9. Understanding of current issues and trends in education/extension and/or the wine or agricultural industries is highly desirable.

Workplace Health and Safety Responsibilities:

Employees and students must take reasonable care to protect their own health and safety, and have responsibilities to:

1. Ensure that they do not increase the risk to the health, safety or welfare of others through any act or omission.
2. Obey reasonable instructions that are designed to protect their health, safety and welfare.
3. Use, in the appropriate manner, equipment that is provided to protect their health, safety or welfare.
4. Not wilfully interfere with, or misuse, items or facilities provided in the interest of health, safety or welfare of employees.
5. Ensure that they are not affected by alcohol or any other drug to such an extent that they endanger themselves or others.
6. Report promptly, any hazards, incidents or injuries to their Manager/Team Leader.