



The Australian Wine  
Research Institute

## Position Description

- Title of Position:** Behavioural Scientist/Psychologist
- Reporting to:** Group Manager – Industry Development and Support
- Overview:** The Behavioural Scientist/Psychologist will apply insights from behavioural science and psychology to the design and evaluation of 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 behavioural science, social science, psychology or similar.
- Experience:** Demonstrated practical experience in the application of behavioural/ social science insights to behaviour and practice change programs.

### Principal Accountabilities:

1. Evaluate grapegrower and winemaker attitudes, beliefs, behaviours and barriers to adoption to assist with design of targeted practice change activities.
2. Work closely with AWRI staff and industry collaborators to design and implement extension, adoption and practice change projects using behavioural science insights to ensure that research outcomes are easily able to be adopted by the grape and wine sector.
3. Apply basic qualitative and quantitative approaches to monitor and evaluate the performance of targeted extension, adoption and practice change projects, and measure uptake, impacts and value of research outputs extended.
4. Support the adoption of new innovative practices including digital technologies within the grape and wine sector.
5. Guide the development of existing extension, knowledge transfer and information platforms.
6. Support the AWRI to develop its behavioural and social science capability and advise how social science can best meet the organisation's strategic objectives and industry commitments.

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7. Undertake and manage projects as required and meet financial objectives.
8. Organise and supervise ancillary staff contracted to provide specialist training and extension services to the wine production sector.
9. Undertake other duties as directed by Group Manager – Industry Development and Support or the Managing Director.
10. Accept that all intellectual property, patents and discovery arising during the course of employment at the AWRI remain the property of the AWRI.
11. Promote the general well-being 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 education or extension and adoption context.
2. Expertise and/or an appropriate qualification in psychology, behavioural science, social science 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. Ability to identify and partner with stakeholders to ensure active collaboration in the project 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 to undertake project work.
9. Understanding of current issues and trends in education/extension and/or the wine or agricultural industries would be preferable.

**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.