



**ROLE TITLE:** Soil Health Director  
**REPORTS TO:** Chief Executive Officer

**ROLE SUMMARY:**

Carbon Sync is seeking an outgoing and energetic full-time Soil Health Director (SHD) to develop Land Management Strategies for our soil carbon farmers and to lead and grow our soil health team in Western Australia.

Reporting to the Founder and Chief Executive Officer, the successful candidate will have the exciting opportunity to lead Carbon Sync's Western Australian regenerative agriculture and soil health efforts, which aim to catalyse a new, holistically-managed agricultural paradigm. Our goal is to empower farmers across the South-West Land Division of WA to manage diverse, viable, profitable farming operations through systems and practices that promote soil health, rebuild soil function, build resilience to climate change, sequester carbon and minimise GHG emissions.

The Soil Health Director will be based at our Fremantle Office and will be travelling 2-3 days per week most weeks of the year. Most travel will be within the South-West Land Division of Western Australia, with occasional interstate travel for professional development activities.

Carbon Sync is an agricultural education and extension start-up business, specialising in soil carbon farming project development. We focus on integrated approaches to decarbonise agriculture, mitigate climate change and enhance climate resiliency. Along with soil carbon farming with the potential to generate carbon credits, we seek to create co-benefits of managing for healthy, high functioning soils and climate-smart systems.

We are committed to creating an inclusive environment where diverse voices are activated in all aspects of our efforts.

**PRINCIPAL DUTIES:**

The primary responsibilities of the Soil Health Director are to initiate soil health and regenerative agriculture projects within Carbon Sync's four-year soil carbon farming Pilot Project; develop and implement strategies to facilitate adoption of regenerative agriculture on farmland; help develop new programming that furthers Carbon Sync's broader mission as it relates to soil health and agriculture, and provide leadership, mentoring and support to members of Carbon Sync's soil health team.

The SHD's role in carbon farming projects begin once soil carbon farmers are contracted to undertake projects with Carbon Sync, although some assistance with the sales and marketing process will be required, especially in the early years of the Pilot.

Specific duties include:

- Responsibility for working with farmers to assess the farmland's baseline suitability for soil carbon farming and to produce the Land Management Strategy (LMS) document that will be used to register projects with the Clean Energy Regulator (CER).
- Responsibility for devising and delivering Carbon Sync's soil health education programs across the region to educate and inform farmers, sustain farm productivity, and protect farmland;
- Managing complex, multi-year projects that include the participation of multiple Carbon Sync staff and outside partners in the effective and efficient achievement of project objectives;
- Representing Carbon Sync at meetings, field days, and educational events related to soil health and agriculture;
- Advancing regenerative agriculture by cultivating and maintaining strong relationships with local, state and (where relevant) Commonwealth officers, as well as with agricultural, conservation, food and community organisations;
- Working with the Compliance and Risk Manager and third party contractors (e.g., project auditors) to ensure all project registrations and ongoing monitoring are compliant with the Carbon Farming Initiative Act 2011;
- Ensuring compliance with Carbon Sync's operation of an Australian Financial Services licence (wholesale) and Carbon Code of Conduct, as well as other relevant State and Commonwealth regulatory requirements;
- Identifying opportunities within Carbon Sync projects to capture farm management and ecological data and ensuring all soil health and regenerative agriculture activities are tracked and documented;
- Assisting the CEO with program budget development and financial reporting for projects;
- Working with the CEO and Carbon Sync staff to raise funds for projects in the region, including through grants programs;
- Assisting the Business Development Manager and Marketing and PR Manager in the sales and marketing of soil carbon farming;
- Working with Carbon Sync marketing staff and partner organisations to actively communicate about projects and milestones. This could take the form of blog posts, factsheets, white papers, recorded presentations, field day videos, social media posts, peer-reviewed and other technical publications and farmer reports;
- Supervising interns and consultants working on soil health projects in the region; and

- Supporting a strong team culture among Carbon Sync staff.

## **POSITION REQUIREMENTS:**

This is a senior executive position that requires an executive who is a consummate professional and proven leader with a high intellect. Carbon Sync is in a start-up phase and the successful candidate will be building the organisation's soil health capabilities from the ground up. As the organisation grows, the Soil Health Director will be required to recruit, develop and lead a team of soil health, agronomy and regenerative agriculture professionals.

Our ideal candidate displays professional interpersonal and communication skills commensurate with a position at this senior level. He or she will be able to manage multiple competing priorities and projects, articulate ideas, influence people and eventually lead a high-performing team. The successful candidate will be a strategic thinker who can discern market trends and adjust plans to keep Carbon Sync at the leading edge of carbon farming. He or she must also have a high level of attention to detail to ensure the effective registration of carbon farming projects in a highly regulated environment.

We are seeking a candidate who shares our values of integrity, teamwork, passion, excitement and energy.

The ideal candidate:

- Is tertiary qualified in agriculture and/or agronomy;
- Will have at least seven years' experience working directly with farmers providing technical assistance to deliver soil health, regenerative agriculture and/or holistic management projects;
  - experience in arid/semi arid broadacre cropping environments,
  - extensive experience with practices such as cover cropping, pasture cropping, inter cropping and relay cropping,
  - experience developing and monitoring cropping plans,
- Has proven success in project management including complex or multi-year project management and reporting in a conservation, applied science, or agricultural organisation;
- Has excellent organisational and planning skills and the ability to synthesise complex details,
- Has outstanding professional communication skills, verbally and in writing, and is comfortable speaking in front of small and large audiences with diverse backgrounds;
- Has strong interpersonal skills and a proven ability to foster effective partnerships with farmers, landowners (including women landowners), agricultural advisors, Natural Resource Management groups, Commonwealth

and WA State agency personnel, Carbon Sync colleagues and other relevant stakeholders;

- Is willing and able to work independently and as part of a team (as required), deliver high quality work in a dynamic organisation, and bring a collaborative, outgoing, professional, and innovative approach to performing work at Carbon Sync;
- Is willing and able to travel throughout Western Australia's South-West and Great Southern Land Division regions including weekly overnight trips of 1-4 days' duration;
- Has sound ability to operate in the Google Suite (e.g., Google Drive, Docs, Sheets) and Microsoft Office 365 Suite applications (e.g., Teams, SharePoint, Outlook, Word, Excel and PowerPoint);
- Has familiarity with various farm management applications (e.g., Maia Grazing, Agriwebb, Agworld);
- Has familiarity with document control practice;
- Is an avid, lifelong learner, ready to learn new software and platforms when needed for effective coordination of projects and teams; and
- Is able to demonstrate commercial acumen.

#### WORKING ENVIRONMENT:

The work of this role is performed in diverse environments: predominantly at the Carbon Sync office but also from home, on farm and occasionally at the airport or in a car. It will require regular travel throughout regional Western Australia for onsite farm work as well as occasional travel around Australia for professional development opportunities.

The position requires wearing the branded Carbon Sync team uniform, moderate physical effort, handling of objects up to 20 kilograms, and standing and walking while on agricultural properties.

*The above statements reflect the general details necessary to describe the principal functions of the position described and shall not be construed as a detailed description of all the work requirements that may be inherent in the position.*