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GRAIN SA GROUP OF ENTITIES

The Grain SA Group of Entities' mission is to ensure and grow a credible and sustainable voluntary and inclusive grain producers' organisation that drives the mandated strategic actions.

By striving to build trust and relationships through respectful interaction, we create an enabling and caring environment for passionate, dedicated and knowledgeable individuals to grow and enjoy serving the organisation and influence the broader food chain.

The following position is available for a dynamic, versatile, and analytical professional to strengthen our team:

REGIONAL MARKETER AND NAMPO CAPE COORDINATOR (WESTERN CAPE) Paarl / Bredasdorp

The incumbent will be responsible for the following key performance areas.

Marketing:

Marketing of Grain SA within the winter grain production areas. Collection of levies from members and liaising with collecting agents. Presenting market and Grain SA information at farmer days.

Membership Recruitment and Database Management:

- Recruit new members and identify potential members within the winter grain production areas of the Western Cape.
- Build, maintain and expand a database of current members, former members and prospective members.
- Segment and analyse the member and potential member database by region, commodity, farming activity and strategic priority.
- Use the database proactively to support membership recruitment, member retention and targeted communication initiatives.
- Identify and follow up high-potential membership leads from farmer days, agricultural shows, regional meetings and industry engagements.
- Support member retention through regular contact, database-driven follow-up and timely renewal support.
- Generate membership and prospect reports to support regional marketing, planning and decision-making.
- Ensure that member and prospect data is managed in line with organisational processes and applicable data governance requirements.
- Work with relevant internal departments and regional structures to improve the quality, use and strategic value of the membership database.

Nampo Cape:

Coordination and organisation of the Nampo Cape Exhibition; Coordination of objectives in consultation with the Nampo Cape Organising Committee at GSA and Bredasdorp Park NPC.

Planning and executing of the members hall at Nampo Cape and access for GSA members.

Agricultural shows in the Western Cape:

Responsible for all involvement of Grain SA at Agricultural shows. This includes member halls where applicable and organising of specific events within the shows.

Advisory:

Writing of articles, newsletters and contributions to different media sources for publication. Attendance and presentations at farmer days. Coordination of winter grain crop economics together with the Economics and Member Services department.

Administration:

Proofread minutes of the working group meetings and assisting the Committee Officer. Coordinator of the winter grain production region administration and working groups.

Responsible for obtaining sponsorships for the regional meetings of the 3 Western Cape Regions.
Management of the branch funding of the 3 Western Cape regions in conjunction with the Executive member.

Close collaboration with the Western Cape Department of Agriculture and organised agriculture in the Western Cape.

Information Sharing:

Engage and liaise with relevant stakeholders in the grain industry/agriculture on agricultural policies.

Enquiries: Ensure service delivery through handling of enquiries from the general public, financial institutions, research institutes, government officials, management, Grain SA members, etc

Interdepartmental Support: Support to the Economics and Member Services department, Nampo, Marketing and Research Co-ordination department as well as Phahama Grain Phakama.

Ad Hoc: Ad hoc functions as needed from time to time

Job Grade : Peromnes 9

Minimum Requirements for the Post:

- B. Agric with a focus on Agricultural Economics/Agronomy or relevant Agricultural degree/diploma
- A minimum of 5 years practical grain farming experience
- Marketing experience and working with producers and industry stakeholders
- Practical experience in event management
- Computer literate in all MS Office programmes on intermediate level
- Fully bilingual in English and Afrikaans (written and spoken language)
- In depth knowledge of winter grain crops and production
- Able to conduct public speaking to groups
- Professionalism with excellent communication skills
- Valid Driver's Licence and own transport

Remuneration: The organization will offer a competitive salary which includes a pension fund and a medical aid, in exchange for the services of the successful candidate. All remuneration packages are calculated according to the "cost to company" method.

Candidates for this position will be recruited according to the Employment Equity policy for Grain SA.

Closing date: Please send a detailed CV indicating qualifications, experience and two written references as well as certified copies of ID and qualifications not later than **2 April 2026** for attention: Coretha Usher, Head: HR & Corporate Services: coretha@grainsa.co.za. Kindly clearly indicate in your subject heading which position you are applying for.

All applications will be treated as confidential. If you have not been contacted within 14 days of the closing date of application, please consider your application as unsuccessful.