

POSITION DESCRIPTION

Position title: Customer Engagement Officer

Location: Remote – 'Australian Location'

Employment Type: Permanent Part Time – flexible hours
(0.6 - 0.8 FTE)

Business Unit Core team: Customer Engagement

Reports to: Head of Strategic Operations and Commissioned Research

Manages: N/A

Business Unit Support team: Strategic Operations & Commissioned Research

Working with: Head of Strategic Operations & Commissioned Research, Customer Engagement Manager, Systems Integration Manager, Customer Support Team Members and Managing Director.

ABOUT CIBO LABS

Cibo Labs offers robust, user-friendly online platforms and mobile apps that harness satellite technologies to map and monitor pastures and permanent farm vegetation in near-real-time. These tools enable producers and agricultural supply chain stakeholders to make informed land management and business decisions.

Designed with a “producer-first” philosophy, our solutions integrate across paddocks, farms and on a national scale empowering producers to access and control their data while unlocking value for the broader agricultural industry and economy.

At Cibo Labs we believe livestock producers are the true change-makers. By understanding and managing their land, they drive sustainable stewardship and create meaningful impact for Australia's families, business, communities, economies and landscapes.

Using world-leading agricultural data science, we aim to empower producers and transform how the world adapts and manages land, livestock and resources. Our purpose is to foster connected agricultural ecosystems where technology and data enable informed decisions, enhance productivity and protect natural ecosystems for future generations.

At Cibo Labs, we have five core values that are central to how we work and show up.

Integrity: Upholding ethical behaviour and transparency in all interactions, ensuring trust and accountability among team members, customers, and partners.



Collaboration: Promoting teamwork and open communication to achieve shared goals, while valuing the diverse perspectives and contributions of all employees.

Innovation: Encouraging a culture of creativity, continuous learning, and forward-thinking solutions to drive growth and adapt to changing market conditions.

Employee Well-Being: Prioritising the health, safety, and overall happiness of employees through supportive policies, benefits, and a healthy work-life balance.

Customer Focus: Ensuring that all employees understand their impact on the customer experience, fostering a company-wide commitment to delivering value and excellence.

WORKING AT CIBO LABS

At Cibo Labs, we are a team of passionate, driven, and highly skilled individuals dedicated to making a meaningful impact in agriculture. As a 100% remote business, we have built an incredibly strong, supportive, and collaborative culture where trust, autonomy, and flexibility are at the heart of how we work.

How We Work at Cibo Labs

- A collaborative and passionate team – Our people are our greatest asset. We thrive on sharing knowledge, supporting each other, and embracing new ideas to drive innovation.
- Flexibility & freedom – Work from anywhere, structure your day in a way that suits you, and enjoy the autonomy to make decisions and take ownership of your work.
- Impactful work – We partner with progressive clients, helping them unlock powerful insights that shape better decisions for their businesses. Seeing the real-world impact of our work is what drives us.
- Growth & development – We value initiative and encourage continuous learning. Work alongside experts, expand your skillset, and contribute to strategic decisions that shape the future of AgTech.

What It Takes to Succeed at Cibo

- A "roll-up-your-sleeves" mentality – Be proactive, adaptable, and solutions-focused in a fast-paced environment.
- Commitment to excellence – We move fast and get things done. Proactive problem-solving and a results-driven mindset are essential.
- Collaboration & communication – As a remote team, strong communication and teamwork are key. We support each other, challenge ideas, and strive for the best outcomes.
- Ownership & initiative – You'll have the autonomy to lead your work. We value people who take responsibility, make informed decisions, and drive progress.

At Cibo Labs, you are part of a team that values your expertise, supports your ambitions, and enables you to make a real difference. If you thrive in a high-trust, high-impact environment where your work truly matters, you'll love being part of Cibo Labs.

ROLE PURPOSE

The key purpose of this position is to drive user conversion of Cibo Labs products and services, through strong customer engagement activities with the Setter role as the first point of contact for potential clients, introducing them to Cibo Labs groundbreaking agricultural technology solutions. The role will focus on, but not limited to, growing Australian Feedbase Monitor (AFM) 'freemium' userbase and converting these users into PastureKey 'premium' users.

This role is designed to evolve with the needs of Cibo Labs. As we continue to grow and adapt, responsibilities and priorities may shift within the reasonable scope of the position. This position description provides a general overview of the role's key responsibilities but is not exhaustive. Additional duties may be assigned, provided they align with the employee's skills, experience, and contractual obligations.

RESPONSIBILITIES AND DUTIES

Key Responsibility Area:	Key Tasks and Duties:	Key Performance Indicators:
1. Customer Engagement	<ul style="list-style-type: none"> • Conduct Outbound Calls to potential clients in the agricultural sector • Daily Indicators: <ul style="list-style-type: none"> ○ 2 hours a day and/or ○ 50 dials and/or ○ 2 Demo's booked. • Onboard new AFM/PastureKey users 	<ul style="list-style-type: none"> • Achieve weekly/monthly targets for outbound engagement activities. • Schedule a target number of qualified product demos and onboarding calls.
2. Lead Conversion and Sales	<ul style="list-style-type: none"> • Qualify Leads • Conduct demo calls with potential customers to promote the platform and make sales of Cibo Labs services 	<ul style="list-style-type: none"> • Meet or exceed monthly/quarterly targets for qualified leads. • Achieve target conversion rates from freemium to premium users. •
3. Customer Support	<ul style="list-style-type: none"> • Onboard new AFM/PastureKey users • Conduct check-ins and support sessions where required • Ensure customer support SLA's are maintained 	<ul style="list-style-type: none"> • Customer retention rate • Engagement activity logged

4. Customer relevance	<ul style="list-style-type: none"> Stay updated on industry trends and Cibo Labs product offerings. Offer services to Cibo Labs customers with a high level of confidence in the product. 	<ul style="list-style-type: none"> Maintain a high client satisfaction score (CSAT/NPS). Contribute to a steady increase in lead conversion rates through informed engagement.
5. Marketing Activities	<ul style="list-style-type: none"> Support the implementation of Sales and Marketing activities Support collection of customer feedback ingestion 	<ul style="list-style-type: none"> Task completion rate high Feedback contributions made
6.External Stakeholder Engagement	<ul style="list-style-type: none"> Maintain strong relationships with customers, media and industry Represent Cibo Labs at external events and forums 	<ul style="list-style-type: none"> Represent Cibo labs Obtain Stakeholder feedback identifying quality interactions and impactful outcomes

SKILLS

1. Communicate Effectively
2. Agtech-market understanding
3. Consultative Selling
4. CRM or Sales Platform familiarity
5. Self-Management and Autonomous working
6. Resilient and able to handle objections professionally

COMPETENCIES

1. Customer focus
2. Accountability
3. Action-orientated
4. Growth Mindset
5. Collaboration

QUALIFICATIONS AND SKILLS

- **Essential:** 1-2+ years of experience in a customer-facing role such as sales development, inside sales, or customer success, preferably within a SaaS or AgTech company.
- **Deep Industry Knowledge:** A strong understanding of the Australian agricultural livestock industry is essential.

- **Effective Communicator:** Excellent verbal and written communication skills, with the ability to build rapport quickly and professionally.
- **Consultative Selling:** Proven ability to understand customer needs and position solutions effectively.
- **Tech-Savvy:** Proficient with CRM and sales platforms (e.g., Salesforce, HubSpot).
- **Self-Motivated:** A highly autonomous worker with excellent self-management skills, comfortable working in a remote environment.
- **Resilient:** A growth mindset with the ability to handle objections professionally and persevere.
- A valid Australian Driver's Licence.

CAREER DEVELOPMENT AT CIBO LABS

Cibo Labs is committed to supporting the professional growth of our team. As part of a growing business, you will have opportunities to develop your skills, take on new challenges, and progress in your career.

Career Development Discussions will be incorporated into Quarterly Performance Reviews with your manager. These discussions will:

1. Align your career aspirations with business opportunities.
2. Identify skills and experiences required for growth.
3. Outline available development resources, such as training, mentorship, or internal projects.

WORKPLACE HEALTH & SAFETY OBLIGATIONS

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

1. Participate in the development of a safe and healthy workplace, wherever the location is on the day.
2. Comply with instructions given for their own safety and health and that of others, in adhering to safe work procedures in an office, event and farm environment.
3. Co-operate with management in its fulfilment of its legislative obligations. Take reasonable care to ensure their own safety and health and that of others, and to abide by their duty of care provided for in the legislation.
4. To report any injury, hazard or illness immediately, where practical to their supervisor.
5. Not place others at risk by any act or omission.
6. Not wilfully or recklessly interfere with safety equipment or livestock.