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# GrassWorks Conference Planner

**Location:** Remote / Wisconsin-based (Site visits & on-site execution required)

**Type:** Variable Part-Time Contract

**Compensation:** \$25,000 + Potential Performance Bonus

## The Mission

GrassWorks is looking for a strategic, tech-forward, and community-minded **Conference Planner**, individual or team to produce our signature annual 3-day event, the GrassWorks Grazing Conference. As the Midwest's premier grazing organization, our conference is known for fostering farmer-to-farmer learning, networking, and community building. You will turn our vision into a memorable, high-impact experience that serves as a resource for grazing information to Wisconsin, the region, and beyond.

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## Key Performance Goals

- **Seamless Production:** Execute an effective community-oriented event from initial timeline creation to post-conference reporting.
- **Financial Stewardship:** Manage a comprehensive budget with a focus on cost-effectiveness and revenue growth through sponsorships, registrations, and silent auction.
- **Community Engagement:** Maximize attendee value with innovative programming and impactful networking.
- **Mission Alignment:** Incorporate grant deliverables and local food sourcing into the event.

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## Strategic Responsibilities

### 1. Project Design & Administration

- Collaborate with GrassWorks staff, the Board of Directors, and Conference Committee on overall event design and execution.
- Build and maintain a master activity timeline in a shared Google Drive to ensure all milestones are met.
- Develop and monitor the conference budget, coordinating closely with the Treasurer and Executive Director to ensure financial health.
- Lead risk mitigation by training committee members to be ready to step into conference administration roles if/as needed to ensure operational continuity.
- Develop, distribute, collect, & review attendee evaluations.
- Prepare a post-conference report to be presented at the spring Board of Directors meeting.

### 2. Growth & Sponsorship Management

- Design and execute the sponsorship and exhibitor program, including tiered benefit categories and digital and on-site recognition.
- Drive revenue through the coordination of the silent auction and the GrassWorks bookstore.

- Manage local food procurement by securing donors and coordinating with venue culinary teams.

### 3. Program Design & Innovation

- Collaborate with the Conference Committee and GrassWorks staff to determine an annual conference theme and curate high-impact sessions and speaker selections covering multiple topic areas
- Develop a hybrid/virtual program strategy to present to the Conference Committee for consideration, including videographers, internet logistics, and digital asset creation and management.
- Provide event recommendations to the Conference Committee by analyzing past attendee evaluations and current industry trends.

### 4. Communications & Logistics

- Lead a collaborative effort with the Conference Committee and GrassWorks staff to create a marketing plan for the conference.
- Use Canva to create graphics for advertisements, mailings, and conference programs.
- Coordinate and execute multi-channel marketing (social media, newsletters, and print) to drive registration, sponsorships, and brand recognition.
- Collaborate with GrassWorks staff on the end-to-end registration system, database entry, and on-site check-in logistics.
- Manage all venue relations, including AV requirements, room blocks, and catering.

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## Ideal Skill Set

- **Contract & Budget Mastery:** Proven ability to negotiate vendor contracts and manage complex financial records.
- **Tech Fluency:** Proficient in Google Workspace, database management, Canva, social media, and potential online learning or virtual event platforms.
- **Agile Project Management:** Able to work collaboratively to carry out the event start to finish and balance a 3-day on-site execution while remaining available for real-time problem solving.
- **Relational Leadership:** High-level communication skills to lead volunteers, engage sponsors, and collaborate with GrassWorks staff, the Board of Directors, the Conference Planning Committee and subcommittees.
- **Agricultural Knowledge:** Experience and/or knowledge of livestock grazing systems and regenerative agriculture practices is a plus but not required.

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## How to Apply

Please submit your resume and a cover letter detailing your experience to [apply@grassworks.org](mailto:apply@grassworks.org).

**Deadline:** February 9, 2026 | 11:59 pm Central Time.