

JOB DESCRIPTION/PERSON SPECIFICATION & COMPETENCY FRAMEWORK

Job Title	Adviser (Countryside)
Reports To	Senior Adviser (Countryside)
Department	Policy Services
Location	Stoneleigh
Grade	4

JOB DESCRIPTION

Main purpose and scope of job:

To protect and further members' interests through the development and delivery of countryside policies and existing agri-environment programmes of importance to farming and horticultural businesses. To that end to seek to maximise the NFU's influence on relevant Government Departments and Agencies and to initiate and manage appropriate projects that assist HQ, regional and local staff in improving members' access to relevant existing programmes and schemes.

Levels of authority:

- Provides information, advice and guidance to Officeholders, HQ Committees and Staff on policies and existing programmes relating to agri-environment, biodiversity, landscape conservation, forestry and the historic environment.
- Represents NFU interests and concerns on the development and implementation of the policy and existing programmes referred to above.
- Initiates and manages projects that assist HQ and regional staff to improve members' access to appropriate programmes and schemes.

Functional and Managerial responsibilities:

- To oversee the monitoring and evaluation of the development and implementation of countryside policies and existing agri-environment programmes with a view to maximising their value to farmers and growers.
- To prepare Briefing papers, advice and guidance to Officeholders, relevant HQ Committees and staff.
- To take a lead in the preparation of NFU responses to relevant consultations and legislative proposals in the fields of existing agri-environment programmes, biodiversity, landscape conservation and the historic environment policy and, to that end, to co-ordinate the inputs from relevant HQ and regional staff.
- To represent NFU in negotiations with Government Departments and Agencies on matters relating to the development and implementation of countryside policies and existing agri-environment programmes.

- To maintain effective liaison with relevant EU Directorates, Government Departments, Statutory Agencies and, where appropriate, regional bodies on matter relating to the development and implementation of countryside policies and existing agri-environment programmes.
- To provide a comprehensive information and advice service to HQ and Regional staff on countryside policies and existing agri-environment programmes.
- To promote and disseminate NFU policy on matters relating to the development and implementation of countryside policies and existing agri-environment programmes.
- To assist individual members or groups of members (where necessary and appropriate) in negotiations with environmental bodies and agencies.
- Operate consultation groups for environment and countryside issues, as necessary, under the direction of the Policy Board and the guidance of the Head of Policy Services.
- As directed, work in project teams, share information with colleagues across the organisation; work flexibly and co-operate in achieving common goals.
- Advise and assist any designated national NFU spokespersons in the area of environment & countryside matters.
- Identify issues requiring applied research and promote research needs to research funding organisations.
- Answer press inquiries and handle media work as required.
- Ensure good communication with members, opinion formers and the general public. Develop and maintain close relations with the relevant press and media.
- Provide the editors of British Farmer & Grower with all news stories concerning countryside issues, and write articles as required.
- To write articles for NFUonline, as required.
- Update NFU success sheets, to agreed deadlines.
- Keep the central database of active members up-to-date at all times.

General

- Promote the benefits of NFU Mutual wherever appropriate.
- This job description will develop to meet the needs of the NFU and any additional duties will be commensurate with the post holder's grade.

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COMPETENCIES

		Level
Core Competencies	<ul style="list-style-type: none"> • Understanding the NFU • Working Together • Personal Accountability • Communication 	3 – Managing 4 – Leading 3 – Managing 3 – Managing
Functional Competencies	<ul style="list-style-type: none"> • Technical Expertise • Analysing and Problem Solving • Representing the NFU • Networking • Influence and Persuasion 	3 – Managing 3 – Managing 4 – Leading 3 – Managing 3 – Managing

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Knowledge and Expertise	<ul style="list-style-type: none"> ▪ Relevant first degree in Geography, Environmental Science or similar subject. ▪ An empathy and understanding of the farming industry and the associated environmental agenda. ▪ Relevant experience of representing trade association and/or advising businesses on environmental issues. ▪ Experience of working with countryside and environment policy/regulations. ▪ Experience of monitoring and evaluating of the development and implementation of policies. ▪ Ability to prioritise a range of competing issues. ▪ High level of professional pride and determination. 	<ul style="list-style-type: none"> ▪ Further degree in relevant subject such as Resource Conservation, Conservation Management or Rural Resource management. ▪ Willing to train for a professional qualification. ▪ Understanding and practical experience of EU and national government policy and decision making. ▪ Experience of dealing with environmental policy. ▪ A good professional reputation.
Communication and Relationship Skills	<ul style="list-style-type: none"> ▪ Ability to be able to research, interpret and disseminate technical information clearly and concisely. ▪ Excellent negotiation skills. ▪ Ability to deliver impactive and engaging presentations. ▪ Excellent interpersonal skills. ▪ Excellent written and verbal communication skills. 	<ul style="list-style-type: none"> ▪ Ability to negotiate with Government Departments and agencies. ▪ Experience of written and broadcast media.

	<ul style="list-style-type: none"> ▪ Able to understand and be able to communicate complex issues quickly. ▪ Able to communicate effectively in written and spoken word, to a range of audiences from lay person to technical specialist. ▪ Good networking skills. 	
Practical and Physical Skills	<ul style="list-style-type: none"> ▪ Basic to intermediate computer & keyboard skills. ▪ Proficient user of MS packages, i.e. Word, Excel, Outlook and PowerPoint. 	
Decision Making and Problem Solving	<ul style="list-style-type: none"> ▪ Imaginative problem solver. 	
Financial Responsibility	<ul style="list-style-type: none"> ▪ N/A 	
Responsibility for Information	<ul style="list-style-type: none"> ▪ Able to research, analyse, synthesise and evaluate information. 	
Responsibility for Supervision / Management	<ul style="list-style-type: none"> ▪ Ability to manage staff effectively and to delegate, where appropriate. 	
Physical and Mental Effort	<ul style="list-style-type: none"> ▪ Calm and well organised under pressure. ▪ Ambition to succeed on behalf of the client group. ▪ High degree of self-reliance, dependable and a good team player. ▪ Able to maintain confidences. ▪ Some evening presentations. ▪ Regular travel to London. ▪ Occasional travel to regional and local meetings. ▪ Occasional visits to Brussels. 	<ul style="list-style-type: none"> ▪ An enthusiasm for the issues within the portfolio.
Personal Circumstances /Additional Requirements	<ul style="list-style-type: none"> ▪ Must live within 40 miles of the post location or willing to relocate. ▪ Full current driving licence (consideration will be given under the Equality Act 2010 where applicable). 	

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