

JOB DESCRIPTION / PERSON SPECIFICATION & COMPETENCY FRAMEWORK

Job Title	Graduate Trainee (Communications and Marketing)
Reports To	Placement Manager as per Graduate placement/programme and HR Representative.
Department	Communications
Location	Stoneleigh and one other location in either England or Wales.
Salary	£22,500 per annum

JOB DESCRIPTION

Main purpose and scope of job:

- To work in Communications, Publishing, Marketing and a regional team to assist and gain experience across all media platforms as part of an in-house team.

Functional and Managerial responsibilities:

- To take on specific projects under supervision and with guidance and training to produce content for our communications, publishing and marketing teams.
- Liaison with national and regional NFU staff as part of the placements.
- Liaison with NFU members including office holders and board members as part of the placements.

General

- 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 	2 – Supporting 2 – Supporting 2 – Supporting 2 – Supporting
Functional Competencies	<ul style="list-style-type: none"> Member Focus Technical Expertise Analysing and Problem Solving Networking 	2 – Supporting 2 – Supporting 2 – Supporting 2 – Supporting

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Knowledge and Expertise	<ul style="list-style-type: none"> A good degree, typically a 2:1 or above, with a proven passion for communications and marketing. Some experience of communication, journalism or marketing either through academic or vocational routes. Experience of delivering tasks unassisted. 	<ul style="list-style-type: none"> Knowledge of, and enthusiasm for, the British food and farming industry. Experience of PR or other communications field. Experience of working as part of a cross-departmental team.
Communication and Relationship Skills	<ul style="list-style-type: none"> Excellent interpersonal skills. Able to work effectively as part of a team. Excellent written and verbal communication skills. Good grammatical and numerical skills. Ability to handle sensitive issues with good judgement and discretion. 	
Practical and Physical Skills	<ul style="list-style-type: none"> Efficient use of IT equipment including word and excel. 	
Decision Making and Problem Solving	<ul style="list-style-type: none"> Ability to demonstrate organisational and prioritising skills. Able to work both within a team and under own initiative. Able to demonstrate the ability to produce work quickly under pressure and calmly to a consistently high 	

	<p>standard.</p> <ul style="list-style-type: none"> ▪ Ability to solve problems and forward plan. 	
Financial Responsibility	<ul style="list-style-type: none"> ▪ N/A 	
Responsibility for Information	<ul style="list-style-type: none"> ▪ Ability to plan, implement and collate information as part of a project ▪ Must have a detailed approach to recording accurate information. ▪ Ability to deal with confidential information. 	
Responsibility for Supervision / Management	<ul style="list-style-type: none"> ▪ N/A 	
Physical and Mental Effort	<ul style="list-style-type: none"> ▪ Ability to attend events as necessary as part of the placement ▪ Ability to work flexibly or out of hours when required 	
Personal Circumstances /Additional Requirements	<ul style="list-style-type: none"> ▪ Must be willing to live within 40 miles of Stoneleigh and to relocate for the six month regional placement. ▪ Be self-motivated. ▪ Be passionate about delivering good quality and successful events, communications and campaigns about the agricultural industry. ▪ Full current driving licence (consideration will be given under the Equality Act 2010 where applicable). 	

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