

JOB DESCRIPTION / PERSON SPECIFICATION & COMPETENCY FRAMEWORK

Job Title	Senior Adviser (Planning & Rural Affairs)
Reports To	Chief Economics Adviser
Department	Policy Services
Location	Stoneleigh
Grade	5

JOB DESCRIPTION

Main purpose and scope of job:

- Lead NFU activity (policy development, representation and member guidance) on planning and rural affairs to maximise opportunities for farm business to become more profitable and productive.
- Ensure relevant policy developments are communicated promptly and clearly to NFU members, NFU staff and NFU Officeholders
- Seek to maximise the NFU's influence on Defra, DCLG, DCMS, national stakeholders and local planning authorities on planning and rural affairs issues.

Levels of authority:

- Lead the NFU's policy development representation on planning policy and the delivery of rural development measures, including broadband.
- Deliver strategic guidance and support in the post holder's responsibilities for the NFU's regional operations as agreed with the Chief Economics Adviser and Head of Policy Services. To ensure that the NFU's objectives are incorporated in to the development of rural policy initiatives.
- To support and coordinate Regional work on identified rural policy issues.
- To keep up to date with changes to national planning policy and to review and communicate how any changes will impact on farm businesses
- To ensure that relevant responses to government consultations on planning and rural connectivity are completed to deadline

Functional and Managerial responsibilities:

- Lead, manage and consult on NFU national policy development and implementation of identified rural policies, including planning policy, delivery of rural development measures and rural broadband,;
- Lead on the development and delivery advice and support for NFU members on identified rural planning policy and rural affairs issues, including rural connectivity.
- Lead regular and timely briefings and key presentations to NFU staff and NFU officeholders concerning planning and rural affairs policies, legislation and guidance

- Develop, establish and maintain effective relationships with key staff in Defra , MHCLG, DCMS, BEIS, Home Office, Local Government Association, ACPO and such other national and regional stakeholders as necessary to advance NFU policy aims
- Develop general guidance (e.g. Business Guides, NFUonline briefings etc) to members to assist them in their engagement with local authorities and communities
- Assist and support the Regions, as required, in the engagement with stakeholders and local and regional government
- Ensure that Officeholders, NFU Council, Policy Board, Regional Boards and Commodity Boards have the information necessary for effective policy making on identified rural policy issues.
- Provide regular briefing material to Regional Advisers and Group Secretaries

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.
- This role will require frequent travel to meetings in London and throughout the UK

Job Title	Senior Policy Adviser – Planning & Rural Affairs
------------------	--

COMPETENCIES

		Level
Core Competencies	<ul style="list-style-type: none"> Understanding the NFU Working Together Personal Accountability Communication 	4 – Leading 4 – Leading 4 – Leading 4 - Leading
Functional Competencies	<ul style="list-style-type: none"> Technical Expertise Decision Making Planning and Organising Representing the NFU Networking Influence and Persuasion 	4 – Shaping 4 – Leading 4 – Leading 4 – Leading 4 – Leading 4 – Shaping

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Knowledge and Expertise	<ul style="list-style-type: none"> Educated to degree level with a relevant postgraduate or professional qualification, such as planning, rural economy or surveying A thorough knowledge of government, regulators and advice structures. Experienced individual with track record of influence at senior policy levels (e.g. Senior civil servants, Board members and media) Evidence of influence on key policy documents such as with RDPE priorities and measures, LEP strategies and local development frameworks. 	<ul style="list-style-type: none"> Previous experience within agriculture or an associated sector at a senior level Degree in agricultural/rural related discipline. Post-graduate qualification in administration, business management, personnel management or similar. Experience of lobbying, promotion and advisory services. Experience of local and regional planning policy issues.
Communication and Relationship Skills	<ul style="list-style-type: none"> Excellent written and verbal communication skills. Able to give impactful and engaging presentations to large audiences at conferences and seminars. Demonstrable influencing skills, persuasiveness and 	

	<p>assertiveness to persuade senior management and shape decision making</p> <ul style="list-style-type: none"> ▪ Able to establish immediate credibility with the farming and rural communities. ▪ Able to build good internal and external working relationships. ▪ Deal confidently and swiftly, with minimal advice, to develop and respond directly to media inquiries. ▪ Will present at least quarterly to influential large, senior audiences (100+). 	
Practical and Physical Skills	<ul style="list-style-type: none"> ▪ Basic to intermediate computer and keyboard skills. ▪ MS Word, Excel and PowerPoint skills. 	
Decision Making and Problem Solving	<ul style="list-style-type: none"> ▪ High level of autonomy within boundaries of agreed NFU position; able to take significant decisions without need for escalation ▪ Ability to develop relevant options for adaptation of NFU positions on Planning and Rural Affairs policy; escalates decision making to appropriate level within NFU (Officeholders, Directors, etc) ▪ Ability to take a broad perspective when analysing information, looking beyond the immediate problem to the wider implications for the NFU, other policy areas and our members' businesses ▪ Ability to prioritise a range of competing issues. ▪ Able to demonstrate initiative (identify trends, opportunities and promote change). ▪ Able to plan, schedule and co-ordinate own areas of work and that of others. 	
Financial		<ul style="list-style-type: none"> • Previous responsibility of

Responsibility		financial management and budgetary/fund control.
Responsibility for Information	<ul style="list-style-type: none"> • Will have specialist responsibility for shaping and managing policy advice and technical expertise on Planning and Rural Affairs policies. • Able to research, analyse and evaluate important information and present this to senior policy makers • Drafting and lobbying of alternative proposals, in line with NFU interests • Responsible for the origination of a systematic, timely and organised approach to reviewing of legislative texts / policy proposals 	
Responsibility for Supervision/ Management	<ul style="list-style-type: none"> ▪ N/A 	
Physical and Mental Effort	<ul style="list-style-type: none"> ▪ Able to grasp concepts, ideas and detail quickly. ▪ Able to demonstrate a focus on deliverables and work well under pressure in a fast moving environment. ▪ Able to demonstrate considerable reasoning ability. ▪ Able to independently identify relevant policy issues and demonstrate good prioritisation skills ▪ Capable of working irregular and occasionally long working hours. ▪ Available for evening and weekend work. 	
Personal Circumstances /Additional Requirements	<ul style="list-style-type: none"> ▪ Must live within 40 miles of the post location or willing to relocate. 	<ul style="list-style-type: none"> ▪ Full current driving licence (consideration will be given under the DDA where applicable).

[Back to top](#)