

## JOB DESCRIPTION/PERSON SPECIFICATION & COMPETENCY FRAMEWORK

<b>Job Title</b>	Chief Adviser (Dairy)
<b>Reports To</b>	Head of Food & Farming
<b>Department</b>	Food & Farming
<b>Location</b>	Stoneleigh
<b>Grade</b>	6

### **JOB DESCRIPTION**

#### **Reporting to job holder:**

- Adviser (Dairy)

#### **Shared objectives with:**

- Chief Adviser (Health and Welfare)
- Chief Adviser (Livestock)

#### **Main purpose and scope of job:**

The Chief Adviser for Dairy is a nationally recognised position of expertise. The role is charged with helping NFU deliver a vision for a profitable, responsible and competitive sector – respected for its contribution to the agri-food industry. This includes shaping the policy, regulatory and trade environment to support the success of our farming members.

The Chief Dairy Adviser is the lead adviser on dairy issues and he or she must maintain and enhance our reputation as the leading provider of trade association services to producers of those commodities throughout England and Wales. This principal position includes effective and respected liaison with food processing, manufacturing and retail sectors as well as Government, NGOs and Internationally.

#### **Levels of authority:**

- Operation and support to the National Dairy Board, its budget and project work
- Sector business plan under the direction of the Head of Food and Farming
- Leadership and management of the dairy team, and shared objectives with other teams.
- Thought leadership, strategic and technical advice to Members, Officeholders and colleagues
- Key contact points within the dairy industry and ensure NFU representation wherever necessary.

#### **Functional and Managerial responsibilities:**

- Manage the NFU's representational work on behalf of dairy producers. Responsible for market support and regulatory issues, marketing and structural development.
- Prioritisation of activity, resource and focus to ensure the team and department are high performing.

- Ensure effective communication with members, opinion formers and the general public.
- Develop and maintain close relations with the relevant press and media and working in partnership with internal teams.
- Under the direction of the Head of Food & Farming and the Head of Policy Services, to work in project teams, as required, to share information with colleagues in these Departments; to work flexibly and to co-operate in achieving shared objectives.
- Publish all relevant information on milk matters on the public, members and staff sites of NFU Online and support or lead social media activity as required.
- Ensure the editors of British Farmer & Grower are provided with all news stories concerning dairy issues, and to write articles as required.
- Update NFU success sheets, to agreed deadlines, on dairy issues.
- Ensure, in close liaison with the Information Co-ordinator and the Policy Co-ordinator, that the central database of active members is kept up-to-date at all times.
- Ensure that the Dairy Board, and all members in the sector are kept informed on food chain issues, commercial developments in the sector and farmer controlled businesses, as appropriate. Keep close contact with relevant commercial companies and co-operatives and keep close contact with the Food Chain sector of the Department to this end.
- Ensure that the Dairy Board and all members are kept informed on all horizontal issues facing dairy farmers, including environmental matters; technical issues; organic developments; food issues; science and development; employment etc. To maintain close contact with experts in the Policy Services Department to this end.
- Maintain close contact and co-operation with relevant NFU regional staff.
- Ensure that Officeholders, Directors and staff are kept fully informed of, and briefed on, all relevant issues relating to the above
- Ensure the efficient administration, effective working and working of the Dairy Board. Support and advise the Chairman of the Dairy Board.
- Foster the development of the Dairy section as an effective team. Manage and guide the work of the Adviser and new entrants to the Department including graduates and placement students. Assist with appointment of Adviser and manage their induction training.

### **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

		<b>Level</b>
<b>Core Competencies</b>	<ul style="list-style-type: none"> <li>Understanding the NFU</li> <li>Working Together</li> <li>Personal Accountability</li> <li>Communication</li> </ul>	4 – Leading 4 – Leading 3 – Managing 4 – Leading
<b>Functional Competencies</b>	<ul style="list-style-type: none"> <li>Member Focus</li> <li>Technical Expertise</li> <li>Analysing and Problem Solving</li> <li>Networking</li> <li>Influence and Persuasion</li> <li>Inspiring and Developing People</li> </ul>	4 – Leading 5 – Shaping 4 – Leading 4 – Leading 4 – Leading 4 – Leading

### PERSON SPECIFICATION

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>Knowledge and Expertise</b>	<ul style="list-style-type: none"> <li>Degree in agriculture or other related discipline.</li> <li>Experience of working with agricultural policy / regulations, including researching, interpreting and disseminating technical information clearly and concisely.</li> <li>Knowledge of the dairy sector.</li> <li>Knowledge and understanding of general issues facing the dairy sector.</li> <li>Relevant knowledge of the food chain.</li> <li>Experience of communicating via the press.</li> <li>Political astuteness and awareness.</li> <li>Good management and leadership skills, including determining priorities and responsibilities and monitoring achievement.</li> <li>Ability to prioritise a range of competing issues.</li> <li>Experience of working flexibly with a wide range of other parties.</li> <li>Experience of public speaking and giving presentations.</li> <li>Experience of dealing with farmers.</li> <li>Relevant food chain experience.</li> <li>Experience of working well within a team.</li> </ul>	<ul style="list-style-type: none"> <li>Educated to Post Graduate level in agriculture or other related discipline.</li> <li>Ability to demonstrate an understanding of the political process as it relates to the UK, Europe and third countries.</li> <li>Working experience in the supply chain at a commercial level</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>Accomplished public presenter.</li> </ul>	

<b>and Relationship Skills</b>	<ul style="list-style-type: none"> <li>▪ Ability to explain technical information to non-technical audiences and the media and summarise complex technical documents.</li> <li>▪ Able to communicate effectively in written and spoken word.</li> <li>▪ Able to present to a variety of audiences effectively.</li> <li>▪ Demonstrate the ability to relate to individuals at all levels.</li> <li>▪ Able to maintain confidences.</li> <li>▪ Comfortable working within a team or independently.</li> <li>▪ Able to successfully negotiate with diplomacy.</li> <li>▪ Able to influence</li> </ul>	
<b>Practical and Physical Skills</b>	<ul style="list-style-type: none"> <li>▪ Basic to intermediate computer &amp; key board skills</li> <li>▪ Proficient user of Microsoft software.</li> </ul>	
<b>Decision Making and Problem Solving</b>	<ul style="list-style-type: none"> <li>▪ Able to solve problems effectively.</li> <li>▪ Able to organise and prioritise a diverse workload.</li> <li>▪ Able to take responsibility and use initiative.</li> <li>▪ Calm and well organised under pressure.</li> </ul>	
<b>Financial Responsibility</b>	<ul style="list-style-type: none"> <li>▪ Able to work to a defined budget within a framework</li> </ul>	Experience of managing a team or departmental budget
<b>Responsibility for Information</b>	<ul style="list-style-type: none"> <li>▪ Able to research, analyse and evaluate information.</li> <li>▪ Maintain appropriate information on members.</li> </ul>	
<b>Responsibility for Supervision/ Management</b>	<ul style="list-style-type: none"> <li>▪ Ability to manage staff effectively.</li> </ul>	
<b>Physical and Mental Effort</b>	<ul style="list-style-type: none"> <li>▪ Able to work outside of normal working hours particularly during show season.</li> <li>▪ Attending events and shows as required.</li> <li>▪ Addressing farmer audiences enthusiastically.</li> <li>▪ Able to undertake some overnight stays.</li> </ul>	
<b>Personal Circumstances /Additional Requirements</b>	<ul style="list-style-type: none"> <li>▪ Must live within 40 miles of the post location or willing to relocate.</li> <li>▪ Full current driving licence (consideration will be given under the Equality Act 2010 where applicable).</li> </ul>	

[Back to top](#)