

JOB DESCRIPTION / PERSON SPECIFICATION & COMPETENCY FRAMEWORK

Job Title	Business and Rural Affairs Adviser
Reports To	Chief Adviser (Economics)
Department	Policy Services
Location	Stoneleigh
Grade	4

JOB DESCRIPTION

Main purpose and scope of job:

- Support NFU activity including policy development, representation and member guidance on rural affairs to maximise opportunities for farm businesses to become more profitable and productive.
- Lead on NFU activity relating to digital connectivity and with the NFU's lobbying efforts to improve communication provision for NFU members and their businesses.
- Ensure relevant policy developments, both internal and external are communicated and explained promptly and clearly to NFU members, NFU staff and NFU Officeholders
- Provide support and analysis with the NFU's development of future rural development policy and to seek to maximise the NFU's influence on Defra, MHCLG, DCMS and national and local stakeholders.

Levels of authority:

- Assist in the NFU's development and representation with policy and the delivery of rural development measures, including digital connectivity.
- 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 work with regional colleagues on rural affairs in order to inform and maximise the influence of NFU policy and benefit to NFU members.
- To keep up to date with changes to current and future policy and to review and communicate how any changes will impact farm businesses
- To ensure that relevant responses to government consultations on rural development and rural connectivity are completed to deadline.

Functional and Managerial responsibilities:

- Provide support on NFU national policy development and implementation of identified rural policies, including rural connectivity.
- Provide support with the development and delivery advice and support for NFU members on identified rural affairs issues, including rural connectivity.
- Lead regular and timely briefings and key presentations to NFU staff and NFU officeholders concerning 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 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 to regional meetings throughout the UK.
- Some working out of normal hours will be required at times.

Job Title	Business and Rural Affairs Adviser
------------------	------------------------------------

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 4 – Managing

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Knowledge and Expertise	<ul style="list-style-type: none"> ▪ Educated to degree level ▪ A thorough knowledge of government, regulators and advice structures. ▪ Experience of working within the regions and the issues faced by NFU members ▪ Experienced individual with track record of influencing civil servants, Board members and the media) ▪ Experience of lobbying and promotion of NFU policy 	<ul style="list-style-type: none"> ▪ Previous experience within agriculture or an associated sector ▪ Knowledge of the anticipated policy landscape as described in the Agriculture Bill and other post-Brexit policy streams that impact agriculture, rural affairs and NFU members. ▪ Evidence of influence on key policy documents such as with the RDPE.
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 assertiveness to persuade and influence colleagues and shape decision making 	

	<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 enquiries. 	
<p>Practical and Physical Skills</p>	<ul style="list-style-type: none"> ▪ Intermediate computer and keyboard skills. ▪ MS Word, Excel and PowerPoint skills. 	
<p>Decision Making and Problem Solving</p>	<ul style="list-style-type: none"> ▪ Ability to develop relevant options for adaptation of NFU positions on rural affairs policy; escalates decision making to appropriate level within NFU (management, 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. 	
<p>Responsibility for Information</p>	<ul style="list-style-type: none"> • Able to research, analyse and evaluate important information and present this to 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 	

	<ul style="list-style-type: none"> proposals • Responsibility for the writing of NFU briefings for members and staff 	
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 and deliver 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](#)