

JOB DESCRIPTION / PERSON SPECIFICATION & COMPETENCY FRAMEWORK

Job Title	County Adviser
Reports To	Regional Director
Department	Regions Directorate
Location	County-based
Grade	5

JOB DESCRIPTION

Reporting to the post holder;

- Group Secretaries for all NFU activities in the County.

Main Purpose and Scope of Job:

Manage the work of the NFU in the County/Counties. Including;

- Effective development and implementation of a County Plan
- Supporting and advising the County Officeholders
- Manage the NFU member facing activities in the County
- Manage, support and motivate Group Secretaries in the County to ensure that recruitment and retention membership targets are met.
- Manage the NFU's lobbying activities in the County
- Manage the NFU stakeholder engagement in the County

Levels of authority:

- Secretary to the County Management Group

Functional and Managerial Responsibilities

- Manage the work of the NFU in the County including supporting membership recruitment and retention activity
- Oversee the operation of the democratic structure of the NFU in the County
- Provide advice on agricultural/horticultural policy and supply chain issues, following national guidelines and procedures to elected officeholders, members and group secretaries in the County.
- In consultation with County Officeholders develop and then implement a County Plan which includes member recruitment and retention.

- Manage and support Group Secretaries to enable them to achieve agreed membership recruitment and retention targets within the County.
- Provide support and advice to the County Officeholder team.
- Maximise the member connection opportunities within the County.
- Provide regular briefings to County Officeholders and Group Secretaries.
- Provide advice and briefing material on specific commodity or commodities or cross sector issues for the region with support from HQ specialists
- Oversee the Group Secretary recruitment process in the County
- Provide appropriate training opportunities for County and Local Branch Officeholders and Group Secretaries.
- Seek opportunities to promote the work of the NFU within the County.
- Develop key media contacts within the County in collaboration with the Communications Adviser
- Manage and coordinate the NFU's lobbying activities within the County (MPs and local politicians) and support the national lobbying priorities as agreed by the Corporate Affairs Directorate.
- Develop a network of key industry and supply chain contacts across the County.
- Monitor supply chain developments within the County and liaise with appropriate HQ departments
- Ensure that there is effective stakeholder engagement within the County.
- Promote NFUM within the County

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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 4 – Leading
Functional Competencies	<ul style="list-style-type: none"> Member Focus Technical expertise Planning and Organising Representing the NFU Inspiring and Developing People Networking 	3 – Managing 3 – Managing 3 – Managing 4 – Leading 3 – Managing 3 – Managing

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Knowledge and Expertise	<ul style="list-style-type: none"> Educated to degree level or equivalent in a related discipline. In-depth knowledge of agricultural and rural policy issues. Management experience and expertise 	<ul style="list-style-type: none"> Experience of working within a membership organisation Experience of working with Boards/committees Experience and/or qualification in town & country planning/rural surveying or other relevant fields
Communication and Relationship Skills	<ul style="list-style-type: none"> Highly developed verbal and written communication skills, able to adapt to content and style to a wide range of audiences Skill and experience in public speaking and delivery of effective presentations Strong influencer, able to effectively promote NFU within the local community Able to manage conflict and deal with difficult and challenging situations e.g. county meetings Experienced in networking and stakeholder management Competent and confident in dealing with the media including TV and radio 	<ul style="list-style-type: none"> Accomplished public speaker.
Practical and Physical Skills	<ul style="list-style-type: none"> Basic computer & keyboard skills. Proficient user of Microsoft software. 	
Decision Making	<ul style="list-style-type: none"> Able to think on feet and make 	

and Problem Solving	<ul style="list-style-type: none"> decisions with minimum reference ▪ Able to organise and prioritise workload to meet deadlines ▪ Able to address complex issues (e.g. quasi legal matters) and identify options and solutions 	
Financial Responsibility	<ul style="list-style-type: none"> ▪ Able to manage and account for a small budget 	<ul style="list-style-type: none"> ▪ Experience of delivering income-related targets
Responsibility for Information	<ul style="list-style-type: none"> ▪ Experience of using a contact management or similar database 	
Responsibility for Supervision / Management	<ul style="list-style-type: none"> ▪ Experience of managing a team of remote workers including recruitment, development, disciplinary and grievance issues etc 	<ul style="list-style-type: none"> ▪ Experience of managing performance in a target-driven environment ▪ Project management experience
Physical and Mental Effort	<ul style="list-style-type: none"> ▪ Able and willing to work irregular hours including evenings and weekends as required ▪ Regular driving ▪ Able to handle pressure 	
Personal Circumstances /Additional Requirements	<ul style="list-style-type: none"> ▪ Full current driving licence (consideration will be given under the Equality Act where applicable). 	

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