

JOB DESCRIPTION / PERSON SPECIFICATION & COMPETENCY FRAMEWORK

Job Title	Assistant Adviser (Land Management)
Reports To	Chief Adviser (Land Management)
Department	Policy Services
Location	HQ
Grade	2

JOB DESCRIPTION

Reporting to job holder:

- N/A

Main purpose and scope of job:

- To support the work of the Land Management Services Team, working closely with the NFU Chief Adviser (Land Management) and Senior Advisers, particularly overseeing communications to NFU members on the team's policy areas.
- As directed by the Chief Adviser (Land Management), contribute and assist in delivering NFU rural crime policy, both within NFU and with external stakeholders.
- Working closely with the Chief Adviser (Land Management) and colleagues, keep an overview of NFU pest management policy, including the use of General Licences for wild bird control.
- Oversee NFU policy and communications to members on a range of Land Management issues, particularly protecting member businesses from the nuisance impact of hot air balloons, drones, low flying aircraft, sky lanterns and metal detecting.
- To contribute to the NFU's influence in Brussels, UK government departments, statutory agencies and non-governmental organisations involved in regulatory affairs, policy formulation and implementation.

Levels of authority:

- Assist the NFU Chief Adviser (Land Management) in the development of national rural crime related policies and initiatives with approval of NFU Officeholders, the NFU's Policy Board, Commodity Boards and Forums, and all NFU staff.
- Provide a first point of contact on all rural crime issues, referring to Chief Adviser (Land Management) as appropriate
- Represent members' interests and concerns in discussions about the delivery and implementation on relevant rural crime or land management issues, as instructed.
- Contribute to the provision of information and advice to HQ and regional staff and to members or groups of members on all the above relevant land management policies and practices.

Functional responsibilities:

- Assist the Land Management team in monitoring and evaluating the development and implementation of national and European legislation, policies and practices and assess their implications for farmers and growers.
- Brief, where necessary, NFU Officeholders, the NFU's Policy Board and Commodity Boards and NFU staff.
- Interpret and communicate relevant legislation, policies and associated information to members and appropriate NFU staff and as directed, prepare NFU responses to policy and legislative proposals.
- Improve the web presence of the Land Management Services team, providing the editors of NFUOnline and British Farmer & Grower with news stories concerning relevant policies and issues, and write articles as required
- Review how the Land Management Services team communicates with members, working closely with Assistant Advisers from other teams to ensure a consistent approach.
- Ensure that relevant NFU Business Guides are reviewed every 6 months for accuracy and that new Business Guides are published as directed.
- Support NFU HQ, call centre and regional staff with appropriate training, briefing and technical information.
- Assist individual members or groups of members (where necessary and appropriate) with technical and policy support.
- Work in project teams, share information with colleagues across the organisation; work flexibly and co-operate in achieving common goals, as directed.
- Ensure that the NFU's Customer Relationship Management (CRM) system is kept updated, as directed and to agreed deadlines

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"> Technical Expertise Analysing and Problem Solving Planning and Organising Representing the NFU Networking 	2 – Supporting 2 – Supporting 2 – Supporting 2 – Supporting 2 – Supporting

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Knowledge and Expertise	<ul style="list-style-type: none"> HND/Degree (or equivalent) An understanding of the farming industry. Knowledge of press and media. Experience of working with farmers. Experience of researching, interpreting and communication of regulations and legislation. Experience of project co-ordination, management and delivery. 	<ul style="list-style-type: none"> HND/Degree (or equivalent) in Agriculture, Rural estate management, Environment or related area Ability to pick up new subjects quickly Web publishing Experience of influencing stakeholders. Experience of liaising with Government and non-statutory bodies Relevant experience of representing and communicating effectively with farmers and growers. Project management and working to tight deadlines
Communication and Relationship Skills	<ul style="list-style-type: none"> Effective communication skills in both written and verbal form, to a range of audiences Ability to synthesise and communicate technical and complex information for a non-technical audience Comfortable working in a team or independently, and with guidance. Effective influencing skills. 	<ul style="list-style-type: none"> Effective communication skills to farmer and grower audiences Experienced and proficient public presenter Experience of dealing with the media

	<ul style="list-style-type: none"> Competent at oral presentations to small groups 	
Practical and Physical Skills	<ul style="list-style-type: none"> Excellent computer and keyboard knowledge. Skilled user of Microsoft Office. 	
Decision Making and Problem Solving	<ul style="list-style-type: none"> Good organisational and prioritising skills. With guidance, able to work under own initiative and contribute to team and policy goals. Able to identify a range of solutions to problems and evaluate their comparative benefits. 	
Financial Responsibility	<ul style="list-style-type: none"> N/A 	
Responsibility for Information	<ul style="list-style-type: none"> Able to research, analyse, synthesise and evaluate information following guidance from line manager and colleagues. Demonstrate effective information handling skills and a well organised approach, working to a range of deadlines. Accuracy and ownership of briefing and guidance offered to NFU members. 	
Responsibility for Supervision / Management	N/A	
Physical and Mental Effort	<ul style="list-style-type: none"> Occasional evening presentations Occasional weekend commitments. Travel expected to meet requirements of post. 	
Personal Circumstances /Additional Requirements	<ul style="list-style-type: none"> Full current driving licence (consideration will be given under the Equality Act where applicable). Highly motivated and have a passion for completing tasks effectively and collaboratively Some evening presentations may be required. Must live within 40 miles of the post location or willing to relocate. 	

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