

JOB DESCRIPTION/PERSON SPECIFICATION & COMPETENCY FRAMEWORK

Job Title	Chief Adviser, Combinable Crops
Reports To	Head of Food & Farming
Department	Food & Farming
Location	Stoneleigh
Grade	6

JOB DESCRIPTION

Reporting to job holder:

- Adviser (Combinable Crops)

Shared objectives with:

- Chief Adviser (Horticulture)
- Chief Adviser (Plant Health)

Main purpose and scope of job:

- The Chief Adviser for Combinable Crops is a nationally recognised position of expertise. The role is charged with helping NFU deliver a vision for a profitable, responsible and globally competitive sector – respected for its contribution to the national economy, food supply and renewable energy. To do this, she or he must ensure that the NFU maintains and enhances its position as the principal representative and most effective and valued provider of trade association services to farming producers throughout England and Wales. This principal position includes effective and respected liaison with food processing, manufacturing and retailing sectors, as well as in Government, NGOs and Internationally.

Levels of authority:

- Operation and support to the Combinable Crops National Board, its budget and project work
- Sector business plan under the direction of the Head of Food and Farming
- Leadership of the Combinable Crops team and in support of shared objectives with Horticulture and Plant Health
- Thought leadership, strategic and technical advice to Officeholders, members and staff
- Key contact within the industry and ensure NFU representation wherever necessary.

Functional and Managerial responsibilities:

- Manage the NFU's representational work on behalf of producers of combinable crops. Responsible for market support and regulatory issues, marketing and structural development.
- Provide a focal point for crop and plant production issues, working collaboratively with leads in broader crop sectors Plant Health, Environment and Economics.

- Ensure good communication with members, opinion formers and the general public.
- Develop and maintain sector communication and engagement plan with colleagues across the organisation.
- Under the direction of the Head of Food & Farming, 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 relevant information on combinable crops matters on the public, members and staff sites of NFUonline and support or lead social media activity as appropriate.
- Ensure the editors of British Farmer & Grower magazine are provided with all news stories concerning Combinable Crops issues, and to write articles as required.
- Update NFU success sheets, to agreed deadlines, on combinable crops 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 Combinable Crops Board, and all members in the sector are kept informed on supply 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 Combinable Crops Board and all members are kept informed on all horizontal issues facing farmers in that sector, including Brexit; 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 and other farming organisations.
- 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 Combinable Crops Board. Support and advise the Chairmen of the Combinable Crops Board.
- Foster the development of the Combinable section as an effective team. Manage and guide the work of the Adviser. Assist with appointment of Advisers and manage their induction training.
- Support the National Board to establish and develop sector policy priorities in line with overarching NFU Policy Priorities. Create project plans and time/cash budgets for individual policy priorities to support a managed project delivery.

General

- Promote the benefits of NFU Mutual and NFUSL 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

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

PERSON SPECIFICATION

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

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

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