

## JOB DESCRIPTION / PERSON SPECIFICATION & COMPETENCY FRAMEWORK

<b>Job Title</b>	Project Officer (Championing the Farmed Environment)
<b>Reports To</b>	Chief Adviser (Land Management)
<b>Department</b>	Policy Services
<b>Location</b>	Stoneleigh
<b>Grade</b>	2

### **JOB DESCRIPTION**

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

- Work with the NFU Chief Land Management Adviser, key NFU Department and CFE partners to coordinate the work of “Championing the Farmed Environment” (CFE). Embed a new framework for the delivery of this long running agricultural industry initiative and ensure that it meets deadlines and milestones.
- During 2019, devise a plan of activity for CFE’s 10<sup>th</sup> year, potentially including a relaunch event, a celebration event, a new website, the introduction of a CFE Champion competition and the launch of a detailed survey of farmer activity.
- Maximise CFE’s profile and impact by engaging CFE’s partnership of farming, environmental and government organisations to promote CFE’s messages on best practice environmental management on farm alongside a productive business
- With administrative support, act as Secretariat for CFE’s national governance groups.
- Manage the CFE information hub and work with CFE partners and the NFU Communications Department to produce communications for internal and external consumption using newsletters, web resources, social media or presentations.

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

- Work with the CFE Core Group, consisting of key partner organisations, to develop, maintain and grow operations.
- On a day-to-day basis work with the Chief Adviser (Land Management) to implement CFE’s national actions.
- Provide information and advice about CFE to national and regional staff and partners and, as instructed, to members or groups of farmers, growers and advisers.
- In consultation with the CFE Core Group report on the CFE’s progress and outcomes.

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

- Arrange and support regular meetings of the national CFE Core Group. Produce and distribute minutes and actions.
- Coordinate the delivery of CFE events with input from CFE partners and trusted local coordinators. Where appropriate, deliver presentations to farmer groups and stakeholders.
- Work with internal stakeholders, for example NFU Media Officers, to ensure CFE has maximum impact.
- Ensure that CFE partners have appropriate briefing and technical support on the initiative’s objectives.

- Prepare, in discussion with CFE Core Group and NFU Chief Land Management Adviser the submission of quarterly reports on the work of the Campaign to be presented at governance group meetings.
- Collate relevant case studies of good practice environmental management on farm for wildlife and resource protection.
- Launch a new survey to measure the success of CFE, working closely with the NFU research team. Collate and analyse the results from the ongoing CFE online survey.

**General**

- This job description will develop to meet the needs of the Campaign and any additional duties will be commensurate with the post holder's grade.

<b>Job Title</b>	Project Officer (Campaign for Farmed Environment)
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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>	2 – Supporting 2 – Supporting 2 – Supporting 2 – Supporting
<b>Functional Competencies</b>	<ul style="list-style-type: none"> <li>Technical Expertise</li> <li>Analysing and Problem Solving</li> <li>Planning and Organising</li> <li>Influence and Persuasion</li> <li>Networking</li> </ul>	2 – Supporting 2 – Supporting 2 – Supporting 2 – Supporting 2 – Supporting

### PERSON SPECIFICATION

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>Knowledge and Expertise</b>	<ul style="list-style-type: none"> <li>Grade C (or above) GCSE English and Maths, or equivalent qualification</li> <li>Experience of running a campaign or high-profile promotional activity</li> <li>Experience of project co-ordination, management and delivery.</li> <li>Experience of working collaboratively with a range of stakeholders</li> <li>Demonstrates tact and diplomacy</li> </ul>	<ul style="list-style-type: none"> <li>HND/Degree (or equivalent).</li> <li>Degree in Environmental Science, Agriculture or related subject.</li> <li>An understanding of the farming industry and its associated environmental impacts/agenda.</li> <li>Experience of working with farmers.</li> <li>Knowledge of environmental land management and agri-environment schemes.</li> <li>Knowledge of press and media.</li> <li>Experience of liaising with Government and non-statutory bodies.</li> <li>Relevant experience of representing farmers and growers on environmental issues.</li> <li>Experience of researching, interpreting and communicating regulations and legislation.</li> </ul>
<b>Communication and Relationship Skills</b>	<ul style="list-style-type: none"> <li>Excellent communication and interpersonal skills</li> <li>Energy, enthusiasm, creativity and tenacity.</li> <li>Ability to synthesise and communicate more complex information for a non-technical audience.</li> </ul>	<ul style="list-style-type: none"> <li>Experience of dealing with the media and spokesperson duties.</li> <li>Experienced and proficient public presenter.</li> <li>Experience of written media.</li> <li>Some experience of radio or TV.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Comfortable working in a team or on own initiative</li> <li>▪ Comfortable working with external partners.</li> <li>▪ The ability to build good working relationships both internally and externally</li> <li>▪ Work in project teams, work flexibly and co-operate in achieving common goals.</li> </ul>	
<b>Practical and Physical Skills</b>	<ul style="list-style-type: none"> <li>▪ Proficient with all main Microsoft Office packages</li> </ul>	
<b>Decision Making and Problem Solving</b>	<ul style="list-style-type: none"> <li>▪ Good organisational and work load management skills</li> <li>▪ Able to identify a range of solutions to problems and evaluate their comparative benefits.</li> </ul>	
<b>Financial Responsibility</b>	<ul style="list-style-type: none"> <li>▪ N/A</li> </ul>	
<b>Responsibility for Information</b>	<ul style="list-style-type: none"> <li>▪ Able to research, analyse, synthesise and evaluate information following guidance from line manager.</li> <li>▪ Demonstrate effective information handling skills and a well organised approach.</li> </ul>	
<b>Responsibility for Supervision / Management</b>	<ul style="list-style-type: none"> <li>▪ N/A</li> </ul>	
<b>Physical and Mental Effort</b>	<ul style="list-style-type: none"> <li>▪ Occasional evening presentations and weekend commitments.</li> <li>▪ Some evening presentations may be required.</li> <li>▪ Travel expected around England &amp; Wales.</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>	

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