

ROLE PROFILE

Job Details

Job Title: Head of Agriculture	Department: External Relations
Responsible for: nil	Location: Head Office
Line Manager Job Title: External Relations Director, Corrina Urquhart	Date: April 2024

Purpose

The Head of Agriculture will lead on building a strong understanding of the dairy farming industry. The post-holder will work with industry bodies and key stakeholders (including employers) to identify skills needs, gaps and validated product opportunities. In addition to developing new opportunities with partners that align with Lantra's charitable objectives for careers and research.

The role is focussed on active and purposeful engagement with wider government, policymakers, and key industry stakeholders to position Lantra as the 'voice of industry', based on industry growth strategies and the provision of quality assured solutions for the dairy farming industry, and wider agriculture. .

The postholder will ensure that industry engagement is results-focused with:

- A comprehensive understanding of the main job roles in agriculture; what constitutes competence in each role; and therefore, what the training requirements are. This forms the basis of being able to identify un-met training needs, which then feed into product development, or third-party solutions.
- Growth in Lantra training products and customised awards to meet the needs of industry.
- Opportunities for careers and research activity realised, delivered through a robust implementation plan for profile raising and engagement activities.

The jobholder will be responsible for the delivery of objectives which include:

- Engagement of influential employers with opportunities for research identified
- Management of the complexity of stakeholders to influence strategic direction and policy
- Identification of market gaps and skills needs, with career entry routes and pathways clearly understood
- Pinpointing subject matter experts
- Identification of providers for product delivery
- Delivery of focussed activity to drive product sales
- Delivery of positioning activities to increase brand awareness

Responsibilities

Responsibility	Outcomes and measures
Driving product sales	
Secure commercial growth in the dairy farming industry, underpinned by annual business plans,	<ul style="list-style-type: none"> • Clear identification, evaluation, and prioritisation of growth opportunities over a 5-year period • Specific growth targets achieved
Proactively drive new customised awards as part of a gap-filling strategy which gets handed over to the Sales Team in Customer Experience	<ul style="list-style-type: none"> • Gaps identified and strategy developed for gap filling in a timely fashion. • Proactively identify potential Customised Awards providers

	<ul style="list-style-type: none"> • Number of leads
Identify and test the most effective way to grow the market	<ul style="list-style-type: none"> • Works closely with the Head of Customer Excellence, product and marketing teams to set and meet targets for growth. • Identify new potential providers to enhance sales of existing products.
Comprehensive plan for product development to ensure that industry needs are met	<ul style="list-style-type: none"> • Opportunities identified for new product development. • Provide reports to Product Development to inform the product pipeline • A review/update programme to ensure products remain up-to-date and fit for purpose. • Identification of industry leads, subject matter experts and providers for product delivery
Employer Engagement	
Secure employers' contributions to providing insight and participation in research	<ul style="list-style-type: none"> • Timely outputs produced, as per Industry Action Plan • Research outputs used to underpin and inform the development of evidence-led solutions
Monitor, manage and report on all employer engagement	<ul style="list-style-type: none"> • Up-to-date Industry Action Plans (where required) • Gathering of industry data, research, and reports; evaluating and disseminating key findings and identifying opportunities.
Employer database	<ul style="list-style-type: none"> • Grow the employer database with employers that actively work with and support Lantra • Identify employers to support Lantra policy initiatives. • Identify employers to provide sponsorship for Lantra activities
Analysis of entry-points and pathways into job roles by industry	<ul style="list-style-type: none"> • Comprehensive understanding of the main job roles in the industry • Understanding of what constitutes competence in each role what the training requirements are. • Identification of un-met training needs
Stakeholder engagement and policy influence	
Proactive engagement with industry (including trade associations and professional bodies) to understand skills and training needs, whilst building and maintaining relationships at a senior level	<ul style="list-style-type: none"> • Representation on relevant industry forums where Lantra can access insights and influence the industry's strategic direction • Development of flexible models for partnership working with key stakeholders
Secure stakeholders' contributions to providing insight and participation in research	<ul style="list-style-type: none"> • Timely outputs produced, as per Industry Action Plan • Research outputs used to underpin and inform the development of evidence-led solutions
Capture market intelligence from employers and wider industry engagement	<ul style="list-style-type: none"> • Quarterly report on industry and employer trends relating to drivers and barriers aggregated at a sub-sector and/or industry level • Managed system for data capture and reporting to identify trends, opportunities and grow sales
Positioning and brand awareness	
Identification of suitable spokespeople/advocates of Lantra training, qualifications and careers in the industry	<ul style="list-style-type: none"> • Development of people pipeline for case studies on website and in press
Enable proactive marketing and communications, providing engaging content in line with agreed plan	<ul style="list-style-type: none"> • Presence at key trade shows

	<ul style="list-style-type: none"> • Production of articles for Trade Press and other relevant publications • Impact of activities monitored and reported
Employers and stakeholders actively promoting the Lantra Awards brand	<ul style="list-style-type: none"> • Securing sponsorship to fund Lantra activities (Instructor Awards, Learner Awards) Leveraging industry relationships, particularly those with manufacturers, to bring in sponsorship to support wider Lantra activities. • Partners supporting with case studies, promotional material, photographs etc.in support of our products • Key stakeholders endorsing Lantra Awards products
Management	
Provide effective team management and support	<ul style="list-style-type: none"> • Departmental plan developed timely and in line with the business plan. • Effective resources planning • Ensure departmental working instructions are up to date, regularly reviewed and followed across the business
Ensure the confidentiality and integrity of all data relating to the role in accordance with GDPR (General Data Protection Regulations) and the terms of employment.	<ul style="list-style-type: none"> • ISO accreditation maintained • Ensure GDPR are followed

Person Specification

Essential	Desirable
<ul style="list-style-type: none"> • Strong stakeholder engagement skills • Ability to analyse and interpret data • Ability to think strategically • Ability to project manage • Ability to develop and close on business opportunities • Ability to manage a team • Understanding of dairy farming industry, and wider agriculture • Understanding of qualifications and awards • Understanding of training delivery 	<ul style="list-style-type: none"> • Understanding of policy

Essential	Desirable
<ul style="list-style-type: none"> • Experience of B2B engagement and gathering industry insight and knowledge • Experience of developing a business of plan • Experience of developing new business opportunities 	<ul style="list-style-type: none"> • Experience of consultative sales and account management • Experience of product development

Knowledge / Skills Required	
Essential <ul style="list-style-type: none"> • Strong organisation and planning skills • Strong written and verbal communication skills • Understanding of the product portfolio 	Desirable <ul style="list-style-type: none"> • Experience of Lean principles

<ul style="list-style-type: none"> • Understanding of the regulatory requirements and ISO polices, including GDPR • Ability to use Word and Excel at intermediate level or above • Ability to manage a team, prioritise and delegate tasks. 	
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Qualifications

Essential	Desirable
Good secondary level of education Some management development training	Tertiary or higher education qualification in an agricultural subject

Behaviours

A full list of suggested effective and ineffective behaviours can be found in the Behavioural Framework

Corporate Value	Expected Behaviours (<i>general or job specific</i>)
Customer First	<ul style="list-style-type: none"> • Ensure the team understand who the customer is and what their needs are • Leads by example and builds a culture of customer excellence within the team • Motivates the team to deliver excellent customer service • Support the team to resolve customer service problems
Commercially Driven	<ul style="list-style-type: none"> • Understands the business structure and their role in achieving business plan • Continually to look for opportunities to increase revenue • Shares best practice and market knowledge • Looks to streamlining process, costs, and resources to focus on adding value
Collaborative	<ul style="list-style-type: none"> • Encourages effective communication across all levels • Encourages staff to find better ways of delivering services, ways of working and reducing costs • Agrees expectations and priorities together • Recognises the priorities of other departments
Camaraderie	<ul style="list-style-type: none"> • Encourages all team members to work closely with other teams to ensure consistency of services • Is approachable and open to the ideas of the team • Encourages team spirit and manages conflict quickly and fairly • Encourages team members to support and assist others, celebrating successes
Leadership	<ul style="list-style-type: none"> • Allocates and delegates tasks as and when appropriate • Sets and agrees SMART objectives with team members • Monitors, evaluates, and provides feedback on team and individual performance • Tackles performance issues quickly and seeks direction and support as necessary
Personal Effectiveness	<ul style="list-style-type: none"> • Take ownership of a task they have been allocated and follows through • Plans ahead and communicates these plans to those who need to know • Is more proactive than reactive in their approach • Is adaptable when the needs of their role or the organisation changes