



Contract Specification

Role:	Agri Academy Leader: Senior Programme (self-employed)
Project:	Farming Connect
Department:	Rural Department
Location:	Home-based and on location
Contract Manager:	Head of Skills
Fee:	£6,000
Contract Duration:	Until 31/3/2026

Farming Connect

The Farming Connect programme supports the agricultural sector in Wales to adapt and thrive. It comprises an integrated programme of knowledge transfer activities that foster innovation and advisory services designed to deliver greater sustainability, improved competitiveness, and improved environmental performance.

Agri Academy

The Agri Academy is Farming Connect's flagship personal development programme, inspiring the next generation of rural leaders, innovators and entrepreneurs in Wales. It provides an action packed programme of training, mentoring, support and guidance over 3 intense residential sessions and has 2 distinct elements:

- Senior (Business and Innovation) Programme - aimed at supporting and inspiring the next generation of farming and forestry innovators and entrepreneurs in Wales
- Junior Programme – aimed at supporting young people aged between 16 and 21 years who are interested in developing a career in the food, farming or land management industry

We are currently recruiting a new leader for the Senior (Business & Innovation) Academy. Residential sessions normally take place in September, October and November.

The fully subsidised Senior (Business & Innovation) Programme aims to:

- Improve members' understanding of the matters that affect the success of their business
- Improve members' awareness of the opportunities and threats that face their business in the future
- Support personal development through workshops and seminars
- Offer opportunities to meet industry experts and business leaders
- Create an environment to improve business management skills
- Promote effective networking among the most forward thinking agri-business people in Wales

We are looking for an enthusiastic, entrepreneurial and energetic individual to arrange, facilitate and lead the Agri Academy 2025.

Role Requirements

- Plan and organise an inspiring programme of guest speakers and workshop facilitators in line with the brief outlined above
- Provide guidance and leadership for the Academy members and foster a trusting relationship with each individual
- Act as a Coach and Mentor on an individual basis to each of the members of the group and support them to identify and fulfil their own goals
- Assist all members in the process of looking into the various opportunities and choices that they have and to decide on the activities that are most appropriate for their future needs
- Create an environment where Agri Academy members feel empowered to express themselves
- Identify the learning needs of each individual and tailor a programme of activities to address those needs
- Work closely with the Farming Connect central team to coordinate meeting venues, travel, accommodation and refreshments for each session
- Act as a Facilitator in group discussions to enable effective discussion between the members of the group so that they can learn from each other

- Submit detailed records of all activities (pre-event and activity reports) in order to facilitate monitoring and achievement of project targets, in compliance with the project's and Welsh Government's reporting and monitoring systems
- Assess progress by collecting evaluation forms at the end of each session and use the feedback to make any necessary changes to the programme
- Actively promote the wider Farming Connect programme
- Attend training as required in order to update sector specific knowledge and to facilitate the provision of support to farmers

Other

- Work with the Head of Skills and other Agri Academy Leaders in the facilitation of other Agri Academy programmes as required
- Ensure standards for quality, customer service, equality and diversity, health and safety and biosecurity are met

Skills and Experience

Essential

- Extensive experience of working in the agriculture and/or food industry in Wales
- Thorough knowledge and extensive experience of business management and development
- Thorough knowledge of the Farming Connect programme
- Thorough knowledge of the agricultural sector in Wales, with the ability to identify industry requirements and the latest information and research relevant to those sectors
- A true aspiration to develop the agricultural and forestry sectors in Wales
- Excellent bilingual communication skills **(in both Welsh and English)** and ability to communicate effectively with a diverse range of people
- Excellent coaching and facilitating skills, with an innovative, forward thinking approach to learning and development
- Advanced presentation and interpersonal skills
- Ability to assess and clearly understand the needs of the individual
- A self-motivator, accepting responsibility for setting and reviewing priorities for achieving targets, within specific time frames, with a clear focus on quality

- Able to be proactive and drive things forward effectively, both independently and as part of a team
- Good standard of IT skills
- Full driving licence and use of a car
- Availability to work during evening and weekends as required

Making an Application

You can apply for this contract by returning your CV and covering letter to einir.davies@mentera.cymru

After carefully reading the Role Requirements and Skills and Experience, your covering letter should explain why you believe you are suitable to fulfil the contract, **giving particular attention to any relevant qualifications, experience, skills and knowledge**. You are also welcome to include any additional information you believe may be advantageous to your application.

Where applicable, your CV should outline your:

- personal details (name, address, contact number and/or email)
- education and qualifications
- membership of professional bodies
- relevant experiences
- name, address and email of two referees

If you wish to have an informal conversation regarding this contract, please contact Einir Haf Davies on 07985155514.

Interview

Interviews will be held at Mentera office in Aberystwyth on Wednesday 2 April.

Closing Date

The closing date for applications is: 12pm, Friday 28 March.

Equality and Diversity Policy

Please see our website for our Equality and Diversity Policy:

<http://www.menterabusnes.co.uk/en/about/equality-and-diversity-policy>