



Job Specification

Job Title:	IT for Farmers Lead
Project:	Farming Connect
Line Manager:	Head of Service Centre
Contract:	31/03/26
Salary:	£32,033

Background

Many farmers lack the necessary skills to effectively use digital tools to the extent required to run their businesses as efficiently as possible. Investing in digital literacy support which includes practical training or tutoring is key to empowering farmers to embrace this change.

The Welsh Government has an ambition to professionalise the industry and as part of this, key mechanisms are becoming increasingly digitised. The introduction of the SFS and the IT platforms to support its delivery e.g. the move from Government Gateway to OneLogin, online benchmarking, Storfa Sgiliau, e-learning present a level of urgency and increasing the IT literacy levels of farming customers will be a key factor in its uptake.

This project is intended to develop and deliver a pan-Wales suite of ICT support on a one-to-one and one-to-many basis.

Content will be tailored to individual farmer needs and be suitable for both a beginners and intermediary level.

Aim

- Lead and supervise the Farming Connect IT for Farmers programme
- Ensure that the service is suitable for disseminating key policies, support and messages
- Lead on ensuring the quality and content of the service provided by independent individuals/companies who will provide elements of the service

Main Responsibilities

Surgeries and Clinics

- Work with the Head of the Service Centre to complete the following:
 - Coordinating the work of subcontractors to provide an IT service to Farmers, which is a part of the Farming Connect Programme. Ensure that there are no gaps in the provision and act on any gaps that are identified



- Ensure compliance with Welsh Government strategies and policies in the provision of the marketing and communication plan from the perspective of the IT Support for Farmers
 - Planning, managing and professionally operating the IT for Farmers portfolio, locally and nationally, ensuring a relevant and engaging content programme
 - Facilitate the high-profile presence of the programme in agricultural events of the farming calendar according to demand
 - Ensure that IT for Farmers is promoted across several platforms including the web and the national press
- Ensure that the IT for Farmers targets are met and that the service provided is of the highest standard and are completed in a timely manner
- Ensure that policies and procedures are followed at all times eg purchasing policy, Welsh language policy etc
- Collaborate with the Head of the Service Centre in designing, organising and coordinating the service
- Ensure that registration and attendance are recorded correct, in detail, and in accordance with the Service Centre's innovative methods of recording attendance; and that these have been submitted to the Service Centre in a timely manner
- Manage and monitor the budget ensuring value for money
- Produce quantitative and qualitative reports as required
- Monitor, review and report on IT results, expenditure and performance in a timely and accurate manner to the Head of the Service Centre in accordance with Welsh Government contract requirements, and create and maintain effective management systems in accordance with relevant audit requirements

Marketing

- Work closely with the marketing and communications team to ensure that an innovative campaign is targeted effectively
- Manage the campaign's timetable
- Ensure that the campaign is delivered to spread messages and to promote the service in a timely manner

Other

- Ensure that the standards are met for customer services, quality, equality and diversity, health and safety and biosecurity
- Accept other reasonable duties and responsibilities as required
- Represent Mentera as required



Skills and Experience

Essential

- Educated to degree level, or equivalent, in a relevant subject such as marketing, communications, event management, business or a similar field or demonstrable experience in a similar field
- Knowledge of the agriculture and forestry sectors in Wales
- Awareness of how to implement integrated marketing and communication strategies effectively
- Effective time management skills
- Experience of effective financial planning, ensuring that budgets are spent in a timely and cost-effective manner
- Being able to motivate oneself creatively, accepting the responsibility for setting and revising priorities to achieve targets, with a clear focus on quality
- Excellent bilingual (Welsh/English) oral and written communication skills
- Excellent IT skills including - Windows; Productivity software (e-mail, word processing, spreadsheets, data filing); Safe use of computers and the internet (searching and browsing the web, using websites and online applications)
- If working from home for any period, you will be required to already have a suitable internet connection
- Full driving license and use of a car

Desirable

- Experience of line management
- Demonstrable experience of working in the agricultural industry in Wales
- Knowledge of the Farming Connect Programme

Additional Information

If you would like an informal chat about this role, please contact Rhian Jones on 07931 985 281 or rhian.jones@mentera.cymru

The requirements of this role means that it has been categorised as follows:

- A driving licence and use of a car for business purposes:
 - Not required
 - Desirable
 - **Essential ✓**
- Welsh language ability:
 - Listening/Speaking: Level 5



- Reading/Understanding: Level 5
- Writing: Level 5

Mentera provides language skills training to every staff member who wishes to develop their use of Welsh.

How to apply

Applications for this post can be made by completing the enclosed application form and equal opportunities monitoring form and returning them to swyddi@mentera.cymru by **10 am, Tuesday 24 June 2025**

Interviews

We will hold the interviews for this position on Thursday, 3 July 2025 at our Aberystwyth office. If this date is not convenient, please state so on your application form.

Equality and Diversity Declaration

Mentera is committed to supporting and promoting equality and diversity and to creating an inclusive working environment. We believe this can be achieved through attracting, developing, and retaining a diverse range of staff from many different backgrounds. We therefore welcome applicants from all sections of the community regardless of sex, ethnicity, disability, sexual orientation, trans identity, relationship status, religion or belief, caring responsibilities, or age. In supporting our employees to achieve a balance between their work and their personal lives, for most roles we will consider proposals for flexible working or job share arrangements.