



Job Specification

Job Title:	Start to Farm Coordinator (1 FTE)
Project:	Farming Connect
Department:	Rural
Contract:	31/03/26. Applications to work part time will be considered (minimum 0.6 FTE)
Salary:	£31,606

Aim

Co-ordinate support for farmers, family businesses and new entrants to navigate succession and career progression, through delivering a package of support including a matching service, workshops, one-to-one support, family meetings, business advice and legal representation to facilitate farm succession and the establishment of new joint ventures.

Main Responsibilities

- Work closely with the Succession Facilitator to guide, support and mentor farmers as they progress through the key stages of setting up a new collaborative farming business or implement farm succession plans
- Scrutinise initial feasibility assessments to review business viability when farming opportunities are presented
- Coach new entrants to consider their options for career progression by reviewing their CVs, identifying skills gaps, addressing learning needs and gaps in experience
- Maintain a database of farming opportunity providers and opportunity seekers
- Be responsible for all administrative tasks relating to the work
- Support new entrants to apply for job opportunities on Welsh farms
- Work with the Farming Connect marketing team and Succession Facilitator to develop effective campaigns to promote opportunities for new entrants to agriculture
- Work with the Farming Connect events team and key stakeholders with the relevant colleges to deliver careers fairs and promote agriculture as an attractive career choice
- Utilise the Farming Connect framework of sub-contractors to deliver facilitated meetings with farming families to develop and implement a succession plan
- Deal with enquiries relating to the programme and develop a clear assessment and understanding of the needs of the farmer before enrolling them with the most appropriate support package
- Foster a close relationship with the farmers using your own coaching and mentoring skills to identify their learning and development needs



- Monitor, review and report the programme outputs, expenditure and performance to the Head of Skills in line with Welsh Government contract requirements, including the creation and maintenance of effective management systems in order to satisfy relevant audit requirements and manage the budget
- Ensure that Welsh Government's strategies and policies are incorporated in to the delivery of the programme
- Develop an understanding of the whole Farming Connect programme to enable effective signposting and progression to more support.
- Work with the Head of Skills and Succession Facilitator to ensure that activities tie in with the project's other activities through effective internal communication
- Communicate with the relevant external stakeholders where necessary to identify and understand industry needs and raise awareness of the services available.
- Work closely with the Marketing and Communications team to develop effective campaigns relating to your work and ensure that services and activities are promoted to the target audience in an effective and timely manner
- Contribute towards appropriate themes and key messages on your area of expertise for inclusion in informational and promotional materials including stakeholder e-bulletins, factsheets, publications, articles and case studies.
- Monitor and evaluate customer feedback received, taking prompt and professional action, as necessary, to remedy issues raised and/or identify possibilities for continuous improvement within the programme
- Ensure that accurate and relevant reports are regularly provided to facilitate the process whereby Farming Connect operational outputs are accurately monitored, reviewed and reported to the Contract Manager and Welsh Government in-line with contract requirements, and in order to satisfy relevant audit requirements
- Record meeting attendance in accordance with the attendance recording methods on the CMS system.
- Support the Project Coordinator with the collection and recording of information on all participants and activities and ensure that they are uploaded on to the central database (BAS) and management system (CMS)

Other

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

Skills and Experience

Essential

- Educated to degree level, or equivalent, in agriculture or related subject
- Demonstrable experience of working in the agricultural industry in Wales



- Thorough knowledge of the agricultural sector in Wales, with the ability to identify the latest information and research work relevant to those sectors
- An understanding of creating business plans and/or undertaking feasibility studies to review business viability
- Able to effectively monitor sub-contractor service performance, taking prompt and professional action, as necessary, to remedy issues identified
- Extensive awareness of agricultural policy development, as well as Welsh Government strategies and policies
- Able to disseminate themes, research findings and programme content in a practical and clear manner relevant to the audience
- Able to make difficult and timely decisions for the benefit of the business and/or service, including raising appropriate concerns regarding service delivery, budgets and staff/sub-contractors
- Advanced presentation and interpersonal skills
- Able to be proactive and drive things forward effectively, both independently and as part of a team
- A self-motivator, accepting responsibility for setting and reviewing priorities for achieving targets, with a clear focus on quality
- Excellent oral and written bilingual (Welsh/English) communication skills
- Excellent IT skills including - Windows; Productivity software (e-mail, word processors, spreadsheets, file storage); Safe usage 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 licence and use of a car

More information

If you would like an informal discussion about this post, please contact Einir Davies on 07985 155 514 or einir.davies@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.