



## Job Specification

<b>Job Title:</b>	South Wales Engagement Manager
<b>Project:</b>	Food & Drink Skills Wales
<b>Location:</b>	Any Mentera' office in Mid/ South Wales or remotely in line with the hybrid policy
<b>Line Manager:</b>	Food & Drink Skills Wales Programme Manager
<b>Salary:</b>	£35,337
<b>Contract:</b>	Permanent (Current project funded to 31/03/2026);

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**This is an excellent opportunity to work on a project in the vibrant Welsh food and drink industry which is crucial to the growth of the Welsh economy.**

## Background

Food & Drink Skills Wales | Sgiliau Bwyd a Diod Cymru programme is delivered on behalf of the Welsh Government. Its core ethos lies in developing a skilled and capable workforce which is a prerequisite to increase productivity and efficiency, and to fuel innovation and sustainable growth.

The Food & Drink Skills Wales | Sgiliau Bwyd a Diod Cymru programme supports food and drink businesses with a focus on the Welsh food and drink processing and manufacturing industry to ensure employees have the right skills and training for their business and the wider industry. It enables employees to share knowledge and experiences with fellow peers whilst also increasing confidence and flexibility in the workplace that make employees feel valued.

Working across all eight main sectors within the Welsh food and drink industry, it aims to prepare employees across Wales to adapt to changes and opportunities in food manufacturing including technical, business and environmental challenges. A skilled workforce will be able to progress careers in the food industry in all parts of Wales.

## Aim

To lead the development and delivery of strengthening the links between young people, academia and the food and drinks industry via multiple planned business and academic interventions and events

An ambitious calendar of activity will need to be managed and introduced, with new activities as well as strongly aligning and adding value to current initiatives delivered within schools to ensure the WFDI is seen as an attractive sector for career satisfaction, career progression and choice across Wales.

The post holder will also be expected to collaborate and work closely with:



- Managers and officers within the Workforce and Marketing team to plan and arrange a calendar of initiatives and activities including high profile events to promote the service offering
- Food and Drink programmes within Mentera to ensure a streamlined approach to data capture, evaluation and client contact thus improving the overall client journey experience.
- Central Mentera and other Mentera Programmes

## **Main Responsibilities**

### **Project Development and Service Provision**

- Lead and manage the development and delivery of career information ensuring strategic partnerships are formed between businesses and academia to deliver numerous programmes pan Wales.
- Create a calendar of activity to introduce new activities as well as strongly align and add value to current initiatives delivered within schools to ensure the Welsh Food and Drink Industry is seen as an attractive sector for career satisfaction, career progression and choice across Wales.
- Lead and manage the development of resources to add value to the execution of programmes.
- Ensure that Food & Drink Skills Wales | Sgiliau Bwyd a Diod Cymru programme is represented at key industry and other associated events.
- Forge and manage links with key contacts within education such as career advisors to identify and fill gaps in information e.g. apprenticeships within education
- Design, develop and manage initiatives that will seek to increase the uptake of apprenticeships and training in Wales through ensuring comprehensive network building and available marketing resources available to business on the benefits and possibilities of apprenticeships on all levels
- Work alongside the Workforce Development Managers in identifying skills gaps within Food and Drink Businesses, ensuring the wide use of the Job Notice Board and its benefits is embedded into any action plans.
- Develop and lead the Food Workforce Wales School Careers Roadshow – biannual campaigns to provide a platform for those seeking skilled opportunities within the food and drink industry to meet face-to-face with industry leading employers of all size, looking to recruit new talent and/or input on NPD via competitive initiatives.
- Work with the project manager and other team leaders to manage the work and achievements of the programme support officers.
- Work closely with the Food & Drink Skills Wales | Sgiliau Bwyd a Diod Cymru programme Marketing team to ensure an ambitious and comprehensive reach to the Food Workforce Wales marketing and communications campaign.
- Ensure the team work closely with other food and drink programme team



members within Mentera to ensure joint-up thinking with regards to client journeys, output reporting and/or marketing and communication activities.

- Ensuring continual knowledge transfer of the programmes provision to current and new beneficiaries.
- Work proactively with stakeholders and partnering organisations such as DWP, JCP and Regional Skills Boards to provide clients with a comprehensive offering of support and ensure clients are referred to additional support where appropriate.
- Lead on each activity and the development of initiatives / client engagement within the region and ensure that geographic targets are met.

### **Monitoring and Evaluation**

- Manage and monitor the budget set by the Programme Manager, ensuring value for money and coordinated provision where practical
- Ensure that accurate and relevant reports are provided at the end of the work with each group/individual and that outputs are accurately monitored, reviewed and reported to the Programme Manager and Welsh Government in-line with contract requirements, and in order to satisfy relevant Audit requirements
- Keep detailed records of all activities and paperwork in order to ensure the monitoring and achievement of project targets, in compliance with the projects and Welsh Government's reporting and monitoring systems
- Take responsibility in ensuring that all documentation for work undertaken within the region is up to date and completed in accordance with the scheme requirements
- Produce a final report at the end of the work with each business, which reports on the strengths and weaknesses of the activity/assistance received
- Ensure that the programmes procurement guidelines are followed, including creating, maintaining and keeping effective management systems to meet relevant audit requirements

### **Other**

- Ensure standards for quality, customer service, equality and diversity, health and safety and biosecurity are met
- Accept other reasonable duties and responsibilities, and input into related food assignments undertaken by Mentera as required
- Represent Mentera as required

### **Skills and Experience**

#### **Essential**

- Educated to degree level or equivalent in business, economics, agriculture, food, land-based, or relevant subject
- Thorough understanding of the agri-food sector in Wales, with the ability to identify the latest research and information relevant to the sector.
- Broad understanding of policy development, as well as Welsh Government strategies and policies



- Demonstrable experience of managing and engaging with education sector/ young people/ clients / businesses either face to face, via e-mail or over the phone
- Ability to evaluate and use evidence in a practical and clear manner which is relevant to the audience and to think creatively, expressing the benefits, disadvantages and risks of different options
- Ability to assess and gain a clear understand client needs, and support them in line with their individual needs
- Skills and experience of developing excellent networks at various levels (e.g. formal and informal contacts) from potential beneficiaries to professionals within partner organisations
- Excellent organisation and coordination skills
- Ability to develop and integrate new services in an effective and timely manner
- Excellent presentation and interpersonal skills, with the ability to make and communicate difficult decisions in an impartial manner
- A proactive self-motivator, accepting responsibility for setting and reviewing priorities for achieving targets, with a clear focus on quality
- Awareness of food safety standards and regulatory requirements within the industry
- Excellent bilingual communication skills (Welsh/English) both verbal and written
- High level IT skills including Microsoft packages, databases and the web
- Full driving license and the use of a car (the role could mean travelling across Wales)
- Available to work evenings and weekends occasionally

#### **Desirable**

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- Previous experience of delivering initiatives between young people, academia and business.

#### **Additional Information**

If you would like an informal discussion about this post, please contact Kate Rees on 07964 354 660 or [kate.rees@mentera.cymru](mailto:kate.rees@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:

- o Not required
- o Desirable
- o Essential ✓

#### **Welsh language ability:**



- o Listening/Speaking: Level 5
- o Reading/Understanding: Level 4
- o Writing: Level 4

*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](mailto:swyddi@mentera.cymru) by **10 am, Wednesday, 23 July 2025**

### **Interviews**

We will hold the interviews for this position at the Aberystwyth office on Friday, 25 July 2025. If this 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.