



Job Specification

Job Title:	Regional Development Manager - South West (temporary) (1 FTE)
Project:	Farming Connect
Line Manager:	Head of Development
Salary:	£40,833
Contract:	To 31.3.26

Aim

To be responsible for the delivery of the Farming Connect programme within the defined region and inspire the team of Development Officers to reach their targets and deliver a service of a high standard in order to support farmers in the area to develop their businesses during a period of change.

Main Responsibilities

- Lead, manage, motivate and develop the team of regional Development Officers to ensure that they deliver the customer manager service to the industry
- Manage the Development Officers to ensure their targets are achieved and the service provided is of the highest standard
- Monitor, review and report the Discussion Group outputs, expenditure and performance to the Head of Development in line with Welsh Government contract requirements, including the creation and maintenance of effective management systems in order to satisfy relevant audit requirements
- Work with the Head of Development to develop management and monitoring processes for the client manager approach
- Work with the Head of Development to deliver the Farming Connect clinics and surgeries
- Work with the Head of Development to manage sub-contractors providing a service to the programme in the relevant region, including holding regular performance monitoring meetings to ensure quality
- Ensure that Welsh Government's strategies and policies are incorporated into the delivery of the programme
- Regularly and clearly communicate the Strategic Advisory Board identified priorities to the Development Officers
- Work with the Head of Development to develop and deliver the procurement process and farmer recruitment process for the discussion groups
- Manage and monitor one theme of discussion groups (Business, Land or Livestock). Ensuring discussion group delivery is in line with the project requirement, including benchmarking.



- Working with the successful discussion group delivery consultant/s to promote and encourage project ideas from groups for the Discussion Group Project Fund
- Ensure information from the Knowledge Exchange Hub is fed into the discussion groups
- Ensure that the distance travelled assessments from the discussion groups are fed back to Development officers.
- Work with the other Managers to develop and deliver on going evaluation of the discussion group programme
- Forge strong links with external agencies to improve the overall service provision
- Proactively identify new opportunities for research, benchmarking and trials
- Work closely with the Technical Team to disseminate findings from project work on the sites within the relevant region and develop a local programme of events which meets the needs of the local farming community
- Ensure that Demonstration Network events within their specific area are communicated and promoted effectively by the Development Officers through working closely with the Technical Team
- Represent Farming Connect, as directed by the Head of Development, by attending relevant committees/groups, identifying ways of collaborating with other services/organisations to improve the overall service provision
- Regularly and systematically contribute towards appropriate themes for inclusion in informational and promotional materials, including event invitations, stakeholder e-bulletins, factsheets, technical publications and articles
- Work closely with the Marketing and Communications team to ensure that events are promoted according to the integrated marketing and communications strategy to the target audience in an effective and timely manner
- Ensure that Development Officers use the event registration and attendance at events are recorded according to the registration requirements and attendance recording methods on CMS; and that these are submitted to the Service Centre in a timely manner
- Ensure that customers approaching the team for advice are signposted to the appropriate Advisory Services
- 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 the Head of Development 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

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 and forestry sectors in Wales, with the ability to identify the latest information and research work relevant to those sectors
- Demonstrable experience within a management role
- Able to inspire a team to reach targets and to reach their full potential
- 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
- Experience of organising events
- Well-developed networks in the relevant region, along with experience of fostering collaborative relationships with other services/organisations
- Strong project management skills
- Able to develop and integrate new services in an effective and timely manner
- 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

Desirable

- Knowledge of the Farming Connect Programme

More information



If you would like an informal discussion about this post, please contact Einir Williams on 07985 379905 or einir.williams@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, 14/10/2025

Interviews

We will hold the interviews for this position during the week beginning 20/10/2025. 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.