



Job Specification

Job Title: Sector Officer – Red Meat South West

Project: Farming Connect

Department: Rural

Line Manager: Sector Manager

Salary: £34,298

Aim

To support the innovative development and delivery of a high-profile Our Farms network through recruitment, development, coordination, and knowledge transfer dissemination of sector specific on-farm projects in line with Welsh Government and the Farming Connect programme priorities.

Main Responsibilities

- Contribute to the development of a high performing team and to ensure actions and work priorities within own region are aligned with the team's goals.
- Plan the development, implementation, and coordination of Our Farms Network projects in conjunction with the appointed industry expert, ensuring there is no duplication, but rather enhanced complementarity, between projects.
- Develop project proposals (to include evaluation methodology) in conjunction with the KE Hub through ongoing discussions and incorporation of literature reviews/project proposals recommendations as required.
- Outline clear and achievable milestones and objectives of the projects.
- Coordinate work activities and track milestones and objectives via the Our Farms system in the Delivery Management System and identify and provide solutions to rectify issues in a timely and professional manner.
- Ensure appropriate reporting of progress of the project to farmers, stakeholders, and management team.
- Ensure that the Farming Connect website is updated regularly with all reports and updates from projects.
- Provide accurate statistics and information at the request of line manager for Welsh Government Requests, dashboards, and industry updates.
- Ensure delivery of projects to the highest standard and timelines.
- Ensure effective communications of project outcomes via various knowledge transfer dissemination routes.
- Ensure that the Welsh Government's strategies and policies are incorporated into the Our Farms network activity.
- Proactively identify new opportunities for research, on-farm trials, and knowledge transfer.



- Participate in external stakeholder events where appropriate and seek opportunities to raise the profile of the teams, programme, and Mentera.
- As a minimum, is expected to continue their personal development, knowledge and understanding of their specific sector.
- Research the sector priority areas in conjunction with the programme's objectives.
- Expected to have knowledge of the budgets for projects and areas of work under of which they work on but does not have budget authority.
- Attend meetings as requested by the Farming Connect management team.
- Work closely with:
 - Line Manager and relevant Development Officers, ensuring the effective planning and implementation of Demonstration Network events within a specific area.
 - 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.
 - Specialist and KE manager, pan-Wales projects manager and specialist officers to support, as required, in the promotion, recruitment, data collection and dissemination of results of the Pan-Wales projects and try-out funds projects.
 - Service Centre to ensure that event registration and attendance at events are recorded according to the Service Centre's registration and attendance recording methods; and that these are submitted to the Service Centre within five working days after event.

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.
- Strong relationships in the agriculture and scientific communities and effective at networking.
- Demonstrable experience of working within the specified sector in the agricultural industry in Wales.
- Extensive knowledge of agricultural and environmental strategies and policies implemented throughout Wales, via The Agriculture (Wales) Act 2023.



- Evidence of project management skills.
- Ability to disseminate themes, research findings, and programme content in a practical and clear manner relevant to the audience.
- 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.
- Proactive problem solver and team player.
- A self-motivator, accepting responsibility for setting and reviewing priorities for achieving targets, with a clear focus on quality.
- The successful candidate should be based in the region.
- Excellent communication skills.
- Excellent IT skills including – Windows; Productivity software (email, 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.
- Knowledge of the Farming Connect Programme.
- Oral and written bilingual (Welsh/English) communication skills.

More information

If you would like an informal discussion about this post, please contact Siwan Howatson on 07399 783 398 or siwan.howatson@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 4
- Reading/Understanding: Level 4
- 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 by **10 am, Friday, 06 March 2026**

Interviews

We will hold the interviews for this position on week either 10 or 11 March 2026 at our Aberystwyth office. If these dates are 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.