



Job Specification

Job Title:	Development Officer (Llŷn & Eryri) (maternity cover) (0.8 FTE)
Project:	Farming Connect
Line Manager:	Regional Development Manager
Salary:	£34,298 pro rata
Contract:	Maternity cover

Aim

To be the first point of contact for registered businesses and individuals and provide a client manager service to customers within their area enabling a smooth transition between the services available in the Farming Connect programme and the provision available through Welsh Government.

Main Responsibilities

- Work closely with the Regional Development Manager in the provision of Farming Connect's services to farmers within the specific area, ensuring targets are achieved and the service provided is of the highest standard
- Work closely with the region's Discussion Group officer
- Deliver the customer manager role in the designated area, ensuring that the clients customer journey is continued
- Use the distance travelled assessments to support develop the customer journey for farmers
- Utilise the Personal Development Plan (PDP) and Development Needs as tools for developing the customer journey
- Support the completion of baselines by all registered businesses
- Contact businesses registered but not engaging with the programme on a regular basis
- Arrange and facilitate an SAE annually, targeted at non engaged farmers to encourage the uptake of services and increase engagement in the programme
- Contact farmers as part of the data gathering programme from Lot 4
- Develop a deep understanding and actively promote the Farming Connect Programme within the specific area
- Act as the first point of call for farmers in the provision of Farming Connect services, other Welsh Government projects and/or other relevant activities, and signpost to the appropriate service or provision
- Ensure that all enquiries are dealt with based on a clear understanding of the needs of the farmer
- Foster a close relationship with the farmers to identify their learning and development needs thereby enabling a continuous learning



environment where they can progress from one area to the next ensuring greater impact and enhanced learning

- Promote all aspects of the Advisory Services and provide independent guidance on advisors available under each work category
- Assist customers within specific areas to apply for instances of advice under the Advisory Services
- Complete the Advisory Service impact evaluation for each completed instance of advice, identifying any further support required
- Assist customers wishing to apply for training under Lot 2 of the Farming Connect programme
- Assist customers within the specific area to apply for the Mentoring programme
- Promote the various funding elements of the Farming Connect programme to the agricultural industry
- Be a present and interactive member of the regional working group, contributing to the forward planning of Strategic Awareness Events and Discussion Group provision in the region.
- Encourage and actively drive forward the benefits of benchmarking
- Support the Sector Officers with the Our Farm events within the specific area
- Work with the Regional Development Manager to identify appropriate delivery partners and develop an effective relationship with external agencies
- Work closely with the Marketing and Communications team to ensure that events are promoted to the target audience in an effective and timely manner
- Support the recruitment process for centrally organised activities e.g. Agri Academy, mentoring, clinics, start to farm, succession and one-to-one support
- Attend meetings, team meetings, events and shows, chair and facilitate meetings and events as required
- From time to time arrange meetings/events to promote Farming Connect services in the local area
- Where appropriate ensure that event registration and attendance at events are recorded according to the requirements of the CMS; and that these are submitted to the Service Centre in a timely manner
- Ensure that the quality of all activity is of the highest standard and is in accordance with the Delivery Plan's requirements and proactively encourage the submission of customer feedback
- Ensure provision of an integrated service by working closely with the other Development Officers, Technical team and the Marketing and Communications team
- Keep detailed records of all activities and paperwork to facilitate monitoring and achievement of project targets, in compliance with both the project and Welsh Government's reporting and monitoring systems
- Attend training as required and undertake internal CPD to update sector specific knowledge and to facilitate the provision of support to farmers



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 or demonstrable experience of working in the agriculture industry in Wales
- High level of knowledge of the agricultural sector in Wales, with the ability to identify industry requirements, the latest information and research work relevant to those sectors
- Able to assess and clearly understand the needs of farm businesses, their support and requirements
- Understanding of farm accounts and business plans
- Excellent knowledge of the area, with well-established networks
- Advanced presentation and interpersonal skills
- Able to be proactive and drive things forward effectively, both independently and as part of a team
- Good administrative skills
- Good facilitation skills
- A true aspiration to develop the agricultural industry in Wales
- Thorough knowledge of the Farming Connect programme
- A self-motivator, accepting responsibility for setting and reviewing priorities for achieving targets, with a clear focus on quality
- 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
- Availability to work during the evening or weekends as required

Desirable

- Previous experience of organising events

More information

If you would like an informal discussion about this post, please contact Einir Williams on 07985 379 905 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 10am on **Tuesday, 24/03/2026**

Interviews

We will hold the interviews for this position on Teams on Friday, 27/03/2026. 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.