

# Job Description and supporting information for Chief Executive of AFCP



**Job title** CEO of AFCP

**Reports to** Chairman and Directors of AFCP Board

## **Job purpose**

To ensure that AFCP's mission is consistent with the objectives of charities, funders and resource providers and offers effective and efficient support in the achievement of these objectives.

To deliver an up-to-date and relevant website specifically targeted at individuals seeking to establish or develop their careers through support from charities and other not-for-profit organisations.

To identify, develop and communicate opportunities and synergies for collaboration between charities, other funders and resource providers.

## **Duties and responsibilities**

### 1. Knowledge of charities supporting the agri-food industry

Identify charities relevant to the agri-food industry through either personal contact or routine website searches.

Develop and implement a programme of communication and enquiry with all identified and known charities.

### 2. Maintenance of an up-to-date website

Prepare and implement a timetable for the regular review of information on the website, including the introduction of new charities and information.

### 3. Develop opportunities for collaboration

Maintain close personal contact with key members of charities, other funders and resource providers to understand their aspirations, operations and programmes.

Promote the role and activities of AFCP to ensure it is recognised and acknowledged as an effective facilitator for collaborative activities.

Establish as appropriate networks or groups of charities to facilitate collaboration amongst them and possibly with funders and providers.

#### 4. Prepare a marketing strategy

Develop and implement, in conjunction with members of the Board and charity trustees as appropriate, a marketing strategy for AFCP which establishes its profile and role within the industry.

#### **Qualifications**

A thorough knowledge of the industry is essential, including colleges, universities and major funding organisations which support the industry e.g. AHDB. BBSRC

A formal qualification in agriculture or related discipline would be desirable.

An outgoing, can-do approach which is capable of identifying and then addressing issues relevant to the success of AFCP would be required.

A sympathetic listener capable of building strong personal relations with key figures in both the charities and resource providers would be required.

#### **Working conditions**

This part-time role is expected to require in the region of 40 days pa. on a self-employed basis and remuneration of £250 per day. Part-time Secretariat support for assistance with administration and finance is provided

The job is conducted primarily from home with the occasional visit to the registered office in Cranfield or to London or other venues for meetings with Board members, and travel to meet charities and other organisations at their registered offices.

#### **Physical requirements**

An understanding and patient nature is required as well as a full driving licence and access to a car as required.

#### **Direct reports**

None but a close working relationship with the company secretary would be essential.

## **Applications**

For further information, please contact

Current CEO, Dr Paul Biscoe, on [paulbiscoe@hotmail.com](mailto:paulbiscoe@hotmail.com) or 01525 861894, or

Company Secretary and Administrator, Elizabeth Stephens, on [elizabeth@iagre.org](mailto:elizabeth@iagre.org) or 01234 750876.

Letters of applications, with supporting CV, should be submitted, either by post or email, by 23 September 2016 to:

Elizabeth Stephens, IAgRE, The Bullock Building, University Way, Cranfield  
MK43 0GH or [elizabeth@iagre.org](mailto:elizabeth@iagre.org).

It is anticipated that the new appointee would take up the role as from 1 January 2017.

## **Supporting information**

Appendices below provide more detailed information on the objectives and activities of AFCP.

Annex 1: Mission, Vision, Objectives and Role.

Annex 2: Activities expected in relation to Objectives.

Annex 3: Summary of AFCP's Achievements.

## **AFCP's Vision, Mission, Objectives and Role**

### **Vision**

Increasing the impact of agri-food charities

### **Mission**

To create opportunities to increase knowledge and expertise in the agri-food sector through collaboration and innovation via a network of charities and other funders.

### **Objectives**

To ensure that AFCP mission is consistent with the objectives of charities and resource providers and offers effective and efficient support in the achievement of these objectives.

To deliver an up-to-date and relevant website specifically targeted at individuals seeking to establish or develop their careers through support from charities and other not-for-profit organisations.

To identify, develop and communicate opportunities and synergies for collaboration between charities and with providers.

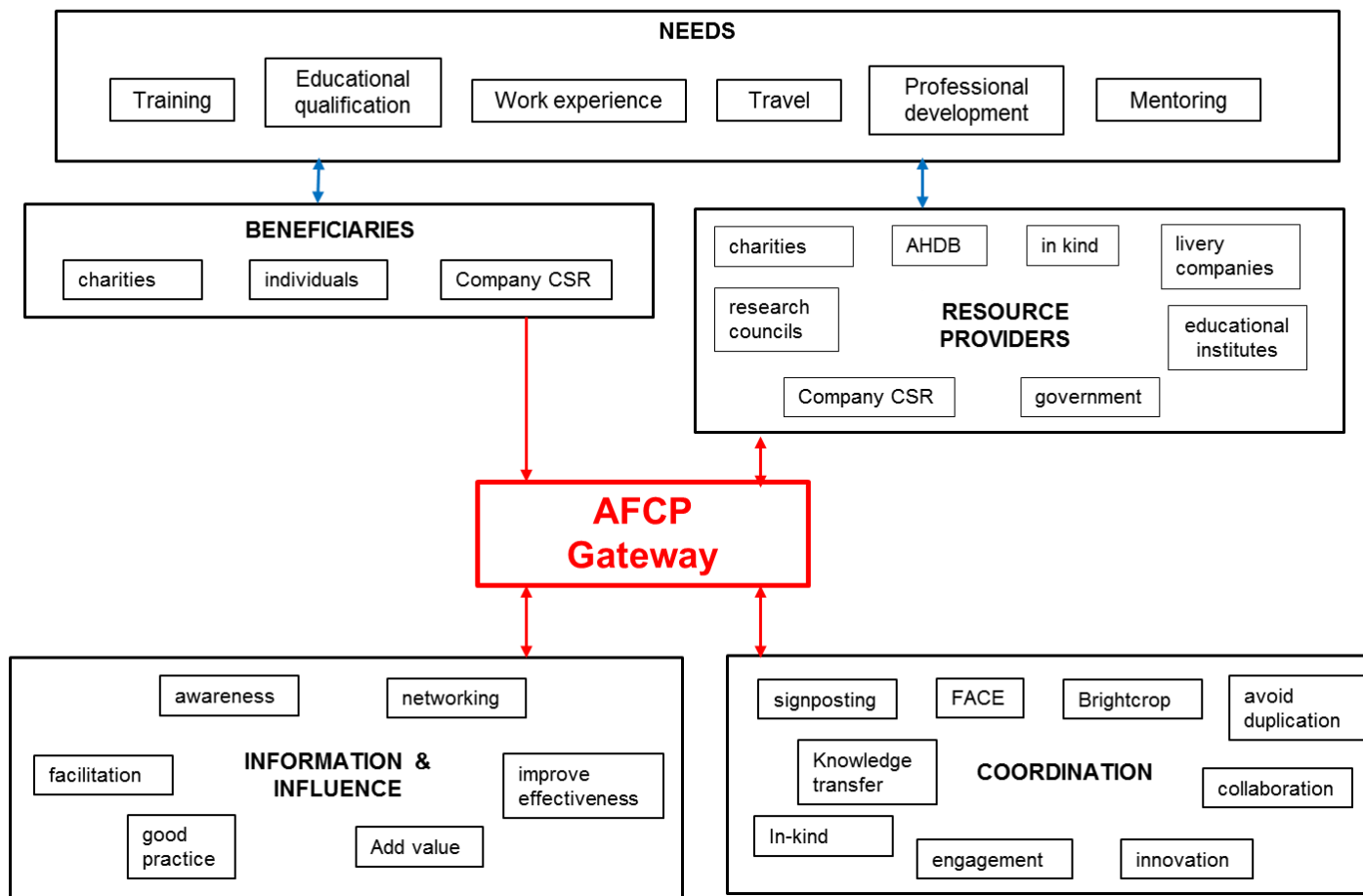
To raise the profile of charities in relation to their role and contribution to the agrifood industry.

To encourage and facilitate networking between charities and other funders to create beneficial long term and productive relationships.

### **Role of AFCP**

This is shown below diagrammatically as this enables the breadth on AFCP's activities to be succinctly presented.

## Role of AFCP



**Objectives: with supporting actions.**

<b>Objective</b>	<b>Action</b>
1. To ensure that AFCP mission is consistent with the objectives of charities, funders and resource providers and offers effective and efficient support in the achievement of these objectives	<ul style="list-style-type: none"> <li>• Conduct routine searches of appropriate websites to identify relevant activity by charities, funders and providers</li> <li>• Develop and implement programmes of communication and enquiry with charities, funders and providers</li> </ul>
2. To deliver an up-to-date and relevant website specifically targeted at individuals seeking to establish or develop their careers through support from charities and other not-for-profit organisations.	<ul style="list-style-type: none"> <li>• Prepare and implement a timetable for the regular review of information on the website.</li> </ul>
3. To identify, develop and communicate opportunities and synergies for collaboration between charities, funders and providers.	<ul style="list-style-type: none"> <li>• Maintain close personal contact with key members of all organisations.</li> <li>• Ensure AFCP is recognised and acknowledged as an effective facilitator for collaborative activities.</li> </ul>
4. To raise the profile of charities in relation to their role and contribution to the agrifood industry.	<ul style="list-style-type: none"> <li>• Develop and implement a marketing strategy for AFCP which establishes its profile and role within the industry.</li> </ul>
5. To encourage and facilitate networking between charities and other funders to create beneficial long term and productive relationships.	<ul style="list-style-type: none"> <li>• Establish regular direct contact with charities to understand their aspirations and seek a partnership approach among them.</li> <li>• Hold at least 2 meetings a year of groups of charities whose aspirations and activities are conducive to collaboration</li> </ul>

## **AFCP Achievements**

These achievements are presented in relation to the three key areas of activity undertaken by AFCP to fulfil its mission of creating opportunities to increase knowledge and expertise in the agri-food sector through collaboration and innovation via a network of charities and other funders

1. Work with charities to promote opportunities for supporting projects.
2. Establish links with other funders to identify opportunities for participation by charities.
3. Develop channels for communication, including a searchable website.

While the achievements known to AFCP are reported here it is aware that because of how it operates in presenting and facilitating opportunities for successful collaboration there are likely to be many more achievements unknown to AFCP.

### **Area 1: work with charities**

Established a group of charities based in Eastern England to identify and progress opportunities for collaboration. As a result they are

- organising one meeting a year
- reviewing the benefits of a common application form
- exchanging applications received that may have relevance to another and have successfully collaborated to fund projects on
  - potato cyst nematodes
  - measurement of soil properties
  - diseases of oilseed rape

Contributed to a project on cheese production, jointly funded by charities based in the South West.

Secured funding from Royal Bath & West Association for a major project to develop training guidelines for the Fire Service, on accidents involving animal transportation.

Secured funding from a major charity to publish the RASE Report "Current status of soil & water management in England"

## **Area 2: work with funders**

Secured with BBSRC the opportunity for charities to support research initiatives, leading to two studentships supported by charities in the BBSRC "Crop Improvement Research Club" on

- Virus disease of oilseed rape
- Malting barley

Facilitated the opportunity for two charities to support an industrial BBSRC CASE studentship on potatoes.

Negotiated an opportunity for charitable support for the extension of the AHDB "Grow your own potatoes" into a school in London.

Established the "AFCP Award" with AHDB Cereals & Oilseeds to give charities the opportunity to propose research topics that would be jointly funded with AHDB.

Organised and chaired a reception, for two years at the Royal Bath & West Show that brought together charities and funders, including representatives from BBSRC and AHDB.

Delivered presentations to a wide range of charities on the opportunities offered by the BBSRC Advanced Training Programme to enhance the knowledge of people in the industry.

## **Area 3: communications**

Developed and manage an open access search based website with 126 organisations listed and averaging 11 searches/day aimed at identifying opportunities for either individuals or charities to find funding partners.

Simplicity and effectiveness of the website endorsed by delegates at the St George's House consultation on "Attracting and supporting new entrants to the industry"

Planned and delivered seven Annual Forums that have explored a wide range of issues relevant to charities including, careers, education and research strategy, and provided opportunities for charity representatives to meet and discuss strategic issues relevant to the industry with experts in the area.



Outcomes from the Forums led to a successful project proposal to first identify and then address the 3 stages of a career in the industry;

Awareness/Education/Retention & Development. The project has led to  
for Awareness, successful support for the Royal Norfolk Agricultural Association to develop a methodology to deliver agriculture related topics into the school curriculum

for Retention& Development, identification of an effective mechanism for the incorporation of the AFCP website structure into the NLBC website and the subsequent provision of supporting information.

Planned and held 2 Forums specifically for students funded by charities to present their work and exchange ideas. Feedback showed that these were very well received by students, their supervisors and trustees from charities supporting them.

Published articles in a range of journals including Farm Business, AgriTrade News, Farmers Club Journal and featured on Worshipful Company of Farmers website.

Presentations given to a wide range of organisations including Landex Annual Conference, Chadacre Conference, AHDB Directors, AHDB Board, Horticulture Development Council Board, AHDB Research Managers, Association of Show and Agricultural Organisations Conference, South East England Education Committee as well as many individual charities.