

**JOB DESCRIPTION / PERSON SPECIFICATION
& COMPETENCY FRAMEWORK**

Job Title	Education Manager (part time three days per week)
Reports To	Director of Communications (with dotted line also to head of communications)
Department	Communications
Location	Stoneleigh
Grade	5

Reporting to job holder:
TBC

Main purpose and scope of job:

- To create an education strategy for the NFU appropriate to modern day teaching methods and the current national curriculum
- To ensure that the NFU's key messages are integral to the education strategy
- To project manage the delivery of the strategy in practice in schools
- To recruit and develop education delivery mechanisms throughout England and Wales
- To create KPIs to demonstrate the NFU's achievements and impact in its education work
- To oversee our educational government lobbying to champion the role farming and food production can play in the national curriculum.
- To create a calendar of events to promote the NFU's education offering
- To form partnerships with educational experts to help create and deliver the NFU's educational resources
- To build on the work of the Warwick University Education review and ensure that key recommendations are adopted and implemented.
- To project manage the NFU Discovery Barn development
- To oversee and manage the delivery of the Let's Talk Farming roadshow
- To personally take part in the delivery and facilitation of the roadshow or other educational activities.

Levels of authority:

- Responsible for the content of the roadshow and creating the strategic plan for the NFU's education offering.
- Oversee the education budget (TBC) and ensure it is spent efficiently with maximum impact.
- Responsibility for the educational delivery of the programme including sourcing people to help with educational delivery.
- Responsible for ensuring the NFU is compliant with all aspects of safeguarding children relating to its education work.
- Responsible for ensuring the roadshow is compliant with NFU Health and Safety guidance.
- Responsible for the creation, operation and co-ordination of the roadshow schedule.

Management and Functional responsibilities:

To be responsible for the NFU's educational work and to champion this work to its membership.

To create and deliver a strategy future-proofing our education work ensuring we are engaging with children and the public in the right way at the right times, with the right content.

To lead and inspire others in the NFU to get involved in educational work and to support the roadshow and educational resources in schools.

To ensure that resources are constantly evolving and are relevant to the school curriculum.
To ensure that there are KPIs in place which accurately measure qualitatively and quantitatively the NFU's education offering and to ensure that steps are taken to continually improve ROI.

To keep abreast of educational developments and ensure they are incorporated into the NFU's education strategy.

In conjunction with the Director of Communications, to set stretching targets for educational delivery and ensure those targets are met.

To understand the government policies regarding the national curriculum and the needs of schools from educational resources.

To create high profile educational events or competitions to highlight the NFU's educational resources and to gain maximum publicity for the NFU's educational offering.

To collaborate with other external educational organisations to aid with insight and with the development of the NFU's educational strategy.

Visibly champion the NFU's educational work to staff and members and inspire others to want to get involved.

Present to members, staff and external organisations about the NFU's educational work.

Ensure the NFU's reputation as a deliverer of education is improved and that the NFU becomes a respected organisation in this field.

General:

- Maintain and create good relations with NFU members, staff and stakeholders.
- This job description will develop to meet the needs of the NFU and any additional duties will be commensurate with the post holder's grade.
- This post is based at HQ Stoneleigh.
 - Ability to work evenings and weekends as and when required by the role.

Job Title	Education Manager
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COMPETENCIES

		Level
Core Competencies	<ul style="list-style-type: none"> • Understanding the NFU • Working Together • Personal Accountability • Communication 	4 – Leads 5 – Shapes 5 - shapes 3- manages
Functional Competencies	<ul style="list-style-type: none"> • Member Focus • Technical Expertise • Analysing and Problem Solving • Planning and Organising • Representing the NFU 	4 – Leads 4 – Leads 4 – Leads 4 - Leads 4- Leads

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Knowledge and Expertise	<ul style="list-style-type: none"> ▪ Relevant degree or equivalent experience in delivering educational campaigns. ▪ To have an excellent understanding of agricultural issues. ▪ Understanding of a membership organisation ▪ Excellent organisation skills. ▪ To have an excellent understanding of the latest innovations and trends in education, particularly changes in the national curriculum and technologies in schools. ▪ Able to demonstrate an understanding of the legal and compliance issues relating working with children and young people. 	
Communication and Relationship Skills	<ul style="list-style-type: none"> ▪ Able to lead a team where they may not be direct reports. ▪ Ability to inspire confidence and enthusiasm from a diverse team. ▪ Able to develop, coach and motivate a team to reach its full potential. ▪ Able to use effective communications skills to persuade and influence staff and members at all levels to build consensus. ▪ Able to move from the strategic level to a delivery level while seeking the views of 	

	<p>those around them.</p> <ul style="list-style-type: none"> ▪ Ability to network and build an excellent professional reputation ▪ Ability to adapt communication skills relevant to the audience. 	
Practical and Physical Skills	<ul style="list-style-type: none"> ▪ Able to develop strategies for ensuring the NFU takes advantage of emerging trends in their field. ▪ Stays abreast of technology and advancements that may impact on the NFU. ▪ Proficient in the use of Microsoft Office (Word, Excel, Outlook and PowerPoint). 	
Decision Making and Problem Solving	<ul style="list-style-type: none"> ▪ Able to take responsibility, be accountable and use initiative, as well as working as part of team. ▪ Able to solve problems effectively looking for creative solutions. ▪ Be calm and well organised under pressure ▪ Proven track record in gaining buy-in from people to deliver solutions to issues. ▪ Proven track record in devising and delivering both small scale and large scale projects. 	
Financial Responsibility	<ul style="list-style-type: none"> ▪ With the Head of Communications, be able to plan, monitor and evaluate the budget allocation for educational work. ▪ To make the best use of budget spent on external suppliers. 	
Responsibility for Information	<ul style="list-style-type: none"> ▪ Responsibility for reporting on the progress and development of the NFU's educational work. ▪ Ensure that the NFU's educational work is based on factual information which promotes the role of farming in Britain. 	
Responsibility for Supervision / Management	<ul style="list-style-type: none"> ▪ Experience of leading, managing and guiding staff, members and contributors effectively and collaboratively. ▪ Experience of carrying out appraisals, performance management, staff development and delegation. ▪ To lead by example and encourage new innovative ways of working within the team. 	
Physical and Mental Effort	<ul style="list-style-type: none"> ▪ The ability to manage a number of projects at one time without compromising on the delivery of service or quality. 	

	<ul style="list-style-type: none"> ▪ To be resilient and keep emotions in check even at times of high pressure. ▪ To be a creative thinker and problem solver. ▪ Should be prepared for some travel and unsocial hours associated with conferences, events, shows and launches. ▪ Must be prepared to work 'out of hours' and some overnight stays will be required. 	
<p>Personal Circumstances /Additional Requirements</p>	<ul style="list-style-type: none"> ▪ To be able to travel to travel throughout England and Wales including overnight stays as required ▪ Must live within 40 miles of the post location or willing to relocate. 	<ul style="list-style-type: none"> ▪ Full, clean driving license(reasonable adjustments under the Equality Act 2010 will be considered).

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