INFORMATION OFFICER (Grade 7: £28,135-£33,563)

PROJECT/CONTENT MANAGER for the development of information resources on in relation to sustainable agriculture and organic arable production

RESPONSIBLE TO: Senior Programme Manager

LOCATION: ORC’s Elm Farm Headquarters in Hamstead Marshall near Newbury, Berkshire.

The time allocation for this post is split equally between the two projects AGRICOLOGY (Agricology.co.uk) and the H2020 thematic network OK-Net Arable (see project descriptions below).

The main target audiences of both projects are farmers (organic and conventional) and related professions interested in working towards more sustainable practises in agriculture.

PRINCIPAL DUTIES
1. Project and team management
   a. Lead AGRICOLOGY project development and on-going activities in close collaboration with the Daylesford foundation and the Game and Wildlife Conservation Trust Allerton Project.
   b. Lead ORC input into OK-Net Arable project and ensure that project activities are carried out in line with contract and milestones and deliverables are produced on time.
   c. Manage the ORC delivery team of Agricology (mainly remote workers) and communicate with them on a regular basis
   d. Liaise with the Exec Board of Agricology (organising and documenting monthly meetings)
   e. Liaise with EU practise partners of the OK-Net-Arable project and oversee their activities in close collaboration with the project co-ordinator.
   f. Report on progress of both projects on a regular basis
2. Develop technical content of Agricology
   a. Collaborate with Content Editor to develop content (resources, blogs, farmer profiles) and encourage partner contributions.
   b. Set up and manage editorial panel to help review content (members of Steering Group and others).
   c. Regular communication with Steering Group (incl. organising and documenting quarterly meetings, monthly updates, collating feedback/content suggestions) and encourage contributions.
   d. Review and sign off various types of content.
   e. Further develop working procedures, e.g. website T&C’s, contact database, governance, guidance documents and internal protocols.
3. Co-ordination of organic farmer innovation groups in Europe as part of OK-net arable project
   a. Support the interaction and exchange between the national/regional farmer innovation groups in the UK and Europe participating in the project to ensure good and constructive communication.
   b. Support groups in testing innovative end-user and educational material to address challenges of sustainable in organic arable farming (e.g. manuals, web-based tools, interactive workshops etc.) and understand reasons for acceptance and successful implementation.
   c. Support ORC in the delivery of all other aspects the project.
4. Oversee project website developments
   a. Liaise with web developer re. site developments, bugs and problems and propose areas for new development for Agricology and OK-Net Arable
   b. Review back-end/front-end functionality of Agricology (i.e. categorisation, tagging, user profiles, taxonomy etc.) ensuring site protocols are being followed.
5. **Contribution to Communications**
   a. Represent ORC and both projects at key events and build project outreach.
   b. Oversee and contribute to social media activity (YouTube, Flickr, Twitter, Instagram, Facebook).
   c. Lead the communications strategy on sustainable farming methods for Agricology and contribute to ORCs communication.
   a. Engage with farmers and farmer groups, advisors and farming bodies.
   b. Determine the required content and functionality of the communication tools used in both projects.
   c. Help identify best methods for learning and knowledge exchange among farmers, considering alternative methods of communicating new material.

**PROJECT/CONTENT MANAGER PERSONAL SPECIFICATION**
(NB the terms agriculture/farming includes horticulture/growing throughout)

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<tr>
<th>Attribute</th>
<th>Essential</th>
<th>Desirable</th>
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<tr>
<td>Qualifications</td>
<td>• BSc (2:1 or higher) in agriculture, biology or closely related subject</td>
<td>• Advanced studies in agriculture, biology or related subjects.</td>
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| Experience         | • Breadth/depth of knowledge of sustainable farming in a research or technical context  
                    • Knowledge of UK agricultural sector  
                    • Project management experience  
                    • Producing publications for a range of target audiences, in particular farmers | • Research communication and/or science/technical journalism background  
                    • Agricultural/food systems research  
                    • Working with farmer-learning, knowledge exchange or participatory research  
                    • Practical experience in farming/organic farming  
                    • Working in an interdisciplinary/farming systems context |
| Skills             | • Excellent communication (speaking/writing/interpersonal)  
                    • Website management & development  
                    • Ability to work with various social media (Twitter, Facebook, Instagram, YouTube, Flickr)  
                    • Excellent organisation and ability to multi-task | • Ability to work with Drupal/CMS systems  
                    • Editing/copy-editing and proofreading  
                    • PR/Communications experience  
                    • High-level skills in MS Word  
                    • Familiar with Adobe Creative Suite.  
                    • Familiar with Google services (e.g. Drive, Docs, Sheets etc.) |
| Personal qualities | • Team leadership and good team working abilities  
                    • Ability to meet deadlines and work within financial constraints  
                    • Independent, proactive and positive attitude  
                    • Methodical and task-oriented approach to work | - |
| General ability    | • Willingness to undertake work across a range of scientific areas | - |
| Additional         | • Willingness to travel in the UK and in Europe  
                    • Willingness to work additional hours at peak times. | - |

It is proposed that interviews for the position will take place on the **Thursday 21th July 2014** at ORC
OUR MISSION
Agricology is a one-stop shop for practical information about sustainable farming.

- We provide unrivalled access to world class information resources.
- We enable farmers and growers to make informed choices.
- We champion sustainable farming based on agroecological principles.

FOR WHOM
Agricology is for all UK farmers and growers who want to:

- Improve soil structure, quality and health;
- Minimise pressures of pests, diseases and weeds;
- Reduce reliance on inputs for crops and livestock;
- Utilise grassland and home grown feeds for livestock;
- Reduce antibiotic use;
- Encourage biodiversity, notably pollinators and other critical ecological services;
- Maintain productivity and profitability.

WHY?
Current and future farming systems need to produce more from fewer resources, impact less on the environment and provide for future generations. However, making agriculture more sustainable is challenging. The best agricultural systems are complex and diverse and need a great deal of knowledge and skill to manage them successfully.

A lot of information about sustainable agricultural ‘best practice’ already exists, based on research and farmer experience. But this information can be hard to find and difficult to access and is not always credible. Agricology provides reliable, up-to-date information in user-friendly formats.

HOW?
Agricology promotes sustainable agriculture, regardless of labels. Agricology encourages good farming practice including traditional agricultural techniques, new technology and concepts, and cutting edge innovation.

Agricology enables farmers and growers to make informed choices. Making the transition to more sustainable farming is a process. We support producers on this journey by:

Compiling high quality resources
- We compile the best available resources from our partners and other leading organisations about sustainable agriculture. Our resources are selected by our experts for their reliability and applicability to UK conditions.

Ensuring accessible information
- Our resources provide information in accessible formats, these include: factsheets, technical notes, guides, videos, podcasts, infographics and apps.

Providing inspiration and support
- Our farmer and grower profiles feature inspirational examples of sustainable agriculture in practice. We support knowledge exchange and experience sharing online, and offline. We stimulate and encourage farmer-led innovation.
The complexity of organic farming requires farmers to have a very high level of knowledge and skills. But exchange on organic farming techniques remains limited. OK-Net Arable promotes exchange of knowledge among farmers, farm advisers and scientists with the aim to increase productivity and quality in organic arable cropping all over Europe.

**Partners:** OK-Net Arable is coordinated by IFOAM EU and involves 17 partners from 13 countries all over Europe. The project is financed by Horizon 2020, the EU’s main funding instrument for research and innovation. OK-Net Arable is proud to be one of the first four so-called thematic networks funded under the umbrella of the European Innovation Partnership for Agricultural Productivity and Sustainability (EIP-AGRI). This policy instrument aims to foster innovation by connecting farmers and researchers. OK-Net Arable started in March 2015 and will run until February 2018.

OK-Net Arable takes a very innovative approach in that in all stages of the project, farmers play a prominent role. Much more than being asked for advice, farmers contribute to a process of co-creation of knowledge throughout the project. This work is facilitated by the participation of 9 farmer innovation groups.

**Knowledge exchange for better farming**

Despite substantial growth of organic farming in the EU over the last decade, concerns have been raised whether organic farming is productive enough compared to conventional farming. On the other hand, evidence shows that the more experienced an organic farmer is, the smaller the yield difference with conventional farms. Indeed, organic agriculture works as a complex system which requires a very high level of knowledge. By promoting co-creation and exchange of knowledge, the OK-Net Arable project therefore has significant potential to increase productivity and quality in organic farming.

**To achieve this, 'OK-Net Arable' has three specific objectives:**

1) To create a European network of well-functioning farmer innovation groups representing the best examples of co-innovation by farmers and researchers. The network of farmer innovation groups will serve to exchange experiences in the area of arable crop production and test the innovative end-user and education material developed in the project (led by ORC).

2) To digest and synthesize the considerable knowledge available from the reservoir of scientific and practical knowledge in the area of organic arable farming and to identify the best methodology in learning and knowledge exchange. Based on this easily understandable education and end-user material will be developed;

3) To create a platform for knowledge exchange across Europe unique in organic farming, offering both innovative education and end-user material as well as offering opportunities for farmer-to-farmer, advisor-to-advisor or researcher-to-advisor-to farmer learning.