

THE ORGANIC RESEARCH CENTRE

OUTLINE JOB DESCRIPTION

JOB TITLE: RESEARCHER, ORGANIC BUSINESS and MARKETS (G6)

12 month fixed-term position with possibility of extension

RESPONSIBLE TO: SENIOR RESEARCHER, ORGANIC BUSINESS and MARKETS (G7)

BACKGROUND

The Organic Research Centre was founded 40 years ago and from the outset has been the only UK organisation focussed on research into organic farming systems. A key strand of this research has been market opportunities for organic farming, the social and economic sustainability of the food system and understanding how socio-economic factors can influence uptake of organic and agroecological farming techniques. Our work considers the whole value chain and the interventions along it that can simultaneously derive environmental benefits on the land and health/wellbeing outcomes for the population. It encompasses primary research (e.g. analysis of producer and consumer attitudes and behaviour, levers of change and scenarios) and secondary research (literature reviews of the state of the evidence base).

JOB ROLE

Building on the legacy of past projects and partnerships, together with ongoing initiatives including long-term EU funded projects, ORC is looking for an organic business and markets researcher to support the development of our research into an ambitious new phase. The post-holder will contribute to a highly transdisciplinary and transformative research area, with principal duties being:

1. Carry out research and contribute to projects specifically, but not exclusively, in the fields of farm and food business development, markets and supply chains as part of the Organic Business and Markets Team and other ORC programmes¹. This will include:
 - 1.1. Contributing to a new 3-year research programme into the potential to expand market opportunities for organic farming in the UK:
 - Review of literature and evidence, for example on consumer understanding of the organic brand
 - Interviews with food retail industry experts
 - Development of case studies.
 - Contribute to writing of first milestone report
 - Synthesis of research outputs to provide practical recommendations
 - Identify opportunities to publicise project research activities and outputs more widely
 - 1.2. Contribute to relevant tenders and projects under a new Defra Research and Development framework agreement, especially in relation to the areas of Supporting a Resilient and Secure Food System and Healthy Agri-food Chains.

¹ Crop diversity and agronomy, animal husbandry, agroforestry; healthy and sustainable food systems.

- 1.3. Help produce the next edition of the Organic Farm Management Handbook
 - Researching and writing content
 - Coordinating and editing the contributions of external consultants.
2. Contribute to research bids and funding applications in relation to the business and markets programme.
3. Contribute to knowledge exchange in relation to the business and markets programme:
 - Submit research outputs for publication in scientific journals, conference proceedings and technical farming press, arising from the research programme
 - Present findings at farmer events, scientific conferences, and other appropriate meetings and events
 - Assist with the organisation of appropriate events to disseminate information from the programme
 - Prepare information for the ORC Bulletin and social media and ensure the ORC business and market webpages are up to date.
 - Identify opportunities to diversify business and market programme media content (e.g., podcast and video materials)
4. To support the Senior Staff within the Programme
 - Supervise students and interns as needs arise, ensuring that they are aware of their duties and responsibilities and are helped to develop to achieve their greatest potential within their role at ORC
5. To represent the programme and ORC at conferences, meetings and shows, within the UK and internationally.
6. Ensure that effective routes of communications are established and maintained with the Team Leader and other members of the team.
7. Develop an awareness of relevant research in other institutes and develop own skills, knowledge and understanding.
8. Undertake training to be able to continue meeting the requirements of this role and develop your potential as a member of ORC staff.
9. Provide other information and support or undertake other activities as required by the Director, including responsibilities not listed above that may be allocated in the Annual Business Plan and/or agreed as part of annual appraisals.
10. Participate in the Staff, Research and other team meetings as appropriate.

Personal Specification of Researcher Organic Business and Markets

Attribute	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> BSc (at least 2.1) in Agricultural Economics, Agriculture with Business, Agriculture and Food Marketing, or similar 	<ul style="list-style-type: none"> Training in business development, farm management or marketing Postgraduate qualifications
Experience	<ul style="list-style-type: none"> Research experience in at least one of: supply chain management, market data analysis, farm business management Designing and implementing surveys Statistical methods 	<ul style="list-style-type: none"> Relevant research experience Experience with organic or other quality markets
Skills	<ul style="list-style-type: none"> Excellent knowledge of Excel and tools for archiving of numerical data Good organisational skills Computer literate with Windows and MS office Good communication skills both written and oral, in a variety of styles 	<ul style="list-style-type: none"> Understanding and experience of statistics packages Database management Project management
Personal qualities	<ul style="list-style-type: none"> Self-motivated Independent and able to work alone and as part of a team Enthusiastic and flexible Able to contribute to the wider activities undertaken by ORC 	<ul style="list-style-type: none"> Interest in organic farming, food systems, agroecology and the environment Interest in working with small and large-scale organic business actors
General ability	<ul style="list-style-type: none"> Willingness and ability to travel where and when needed in the UK and EU 	
Additional requirements	<ul style="list-style-type: none"> Clean full driving licence Willingness to work additional hours at peak times 	

ACTIVITIES	GENERIC ROLE REQUIREMENTS
1 Communication	<p>Write up research work for publication</p> <p>Deal with routine communication using a range of media</p> <p>Communicate complex information, orally, in writing and electronically</p> <p>Preparing proposals and applications to external bodies, e.g. for funding and contractual purposes</p> <p>Communicate material of a specialist or highly technical nature</p>
2 Teamwork and motivation	<p>Work with colleagues on joint projects, as required</p> <p>Collaborate with colleagues on areas of shared research and knowledge transfer interest</p> <p>Attend and contribute to relevant meetings</p>
3 Liaison and networking	<p>Liaise with colleagues, students/interns, co-operating producers/research partners and others</p> <p>Build internal contacts and participate in internal networks for the exchange of information and to form relationships for future collaboration</p> <p>Build external contacts and join external networks to share information and identify potential sources of funds</p>
4 Service delivery	<p>Contribute to the production of research bids, aimed at meeting the funders' requirements</p>
5 Decision making	<p>Make decisions on matters affecting own research projects</p> <p>Contribute to collaborative decision making with colleagues in areas of research</p>
6 Planning and organising resources	<p>Manage own research and administrative activities, with guidance if required</p> <p>Use research resources, laboratories and workshops as appropriate</p> <p>Plan and manage own research activity in collaboration with others</p>
7 Initiative and problem solving	<p>Deal with standard problems and help colleagues resolve their concerns about progress in research</p> <p>Resolve problems of meeting research objectives and deadlines</p> <p>Develop ideas for generating income and promoting research area</p> <p>Develop ideas for application of research outcomes</p>
8 Analysis and research	<p>Develop research objectives and proposals for own or joint research</p> <p>Conduct individual and collaborative research projects</p> <p>Use new research techniques and methods</p> <p>Use initiative and creativity to identify areas for research, develop new research methods and extend the research portfolio</p>

<p>9 Sensory and physical demands</p>	<p>Sensory and physical demands will vary from relatively light to a high level depending on the discipline and the type of work</p> <p>Carry out tasks that require the learning of certain skills</p>
<p>10 Work environment</p>	<p>Balance with help the competing pressures of research and administrative demands and deadlines</p> <p>Is required to be aware of the risks in the work environment and their potential impact on their own work and that of others</p>
<p>11 Pastoral care and welfare</p>	<p>Show consideration to others</p>
<p>12 Team development</p>	<p>Carry out induction and provide support to new members of the team</p>
<p>13 Knowledge transfer/ learning support</p>	<p>Contribute to the organisation and content of knowledge transfer events/ short courses relevant to areas of research activity and specialist knowledge</p> <p>Be involved in the assessment of student/intern knowledge and supervision of projects</p> <p>Assist in the development of student/intern research skills</p>
<p>14 Knowledge and experience</p>	<p>Continually update knowledge and understanding in field or specialism</p> <p>Translate knowledge of advances in the subject area into research activity</p> <p>Possess sufficient breadth or depth of specialist knowledge in the discipline and of research methods and techniques to work within established research programmes</p> <p>Engage in continuous professional development</p> <p>Understand equal opportunity issues as they may impact on areas of research content</p>