

JOB DESCRIPTION

Impact Delivery Officer
VERSION 1.0

DOCUMENT REVISION HISTORY		
Date	Version	Description of Change
2/3/22	Draft 0.1	Draft created

Responsible to: CEO

Responsible for: no formal line management responsibilities

This role exists to ensure that the work of ORC and Agricolgy delivers real and lasting change across the UK agricultural sector. It is part of a wider communications and knowledge exchange resource who work flexibly as part of a virtual team.

The principal responsibilities for this role involve building networks across the UK farming community, hosting events (and generating content from them). The role is to act as the project lead for Agricolgy whilst also helping to bridge the gap between research and communication in the ORC and requires close working relationships in particular with the Agricolgy Content Editor (who works 0.5FTE on Agricolgy) and the ORC Central Communications Officer who leads on all aspects of brand management and website development. It will require a significant amount of UK travel in order to attend and host events.

Specific Individual Principal Duties

NETWORK BUILDING

- Act as networking lead to build our community of farmers/advisors/practitioners in different geographies ensuring that their details are captured and records maintained on the CRM system
- Collate feedback from farmers and share as appropriate with the wider ORC (and Agricolgy) team
- Build long-term collaborations with existing and new partner organisations to ensure ORC and Agricolgy activity delivers impact
- Engage and regularly communicate with partner organisations to encourage promotion of Agricolgy to their teams as an independent and collaborative information hub and online archive. Encourage their contributions on monthly themes, sharing impact and collating feedback/content suggestions
- Feed into the Agricolgy Advisory Group to ensure continuation of Agricolgy networks, relationships and delivery of mission

EVENTS CURATION AND MANAGEMENT

- Coordinate a calendar of events which ensure ORC and/or Agricolgy engagement across the farming and research communities, identifying key sponsorship, stand or attendance opportunities. Curate topics and speakers as appropriate.
- Engage the ORC team to ensure that the calendar of events is delivered
- Coordinate a calendar of engaging practical events in collaboration with Agricolgy partners and farmers, on key topics of interest, e.g. field visits or farm open days with profiled farmers and other innovators.
- Develop new and engaging event formats and innovative ways to bring stakeholders together for knowledge exchange and co-innovation
- Collaborate with ORC/Agricolgy partners on their events and engage them with ours
- Ensure in person representation of ORC and Agricolgy at key events and build outreach

- Ensure that social media content from events is covered (photos / videos / narratives and snippets) and liaising with the Agricolgy Content Editor to manage responding / sharing relevant user generated content

CONTENT DEVELOPMENT

- To work with the Agricolgy Content Editor and/or the ORC Central Communications Officer to create digital material e.g. podcasts, webinars, blogs, vlogs etc
- Support the Agricolgy Content Editor and/or the ORC Central Communications Officer with website content upload, newsletter/Bulletin development and proofreading as needed.
- Work with the Central Communications Officer to ensure that all aspects of the Agricolgy website are developed, managed, and maintained and that working procedures are implemented e.g. website T&C's, contact database, governance, guidance documents and internal protocols
- Work with the ORC team to develop the image and video library to improve accessibility of audio-visual material including tagging and permissions
- Develop communications materials in liaison with team and designers / printers as appropriate
- Any other website related work as required – for example supporting partners to embed the Agricolgy search on their site and tagging existing content with new keywords.

AGRICOLGY PROJECT MANAGEMENT

- Work with the Agricolgy Content Editor to agree, manage and coordinate a full annual programme of content development for Agricolgy
- Lead the budgeting, financial monitoring and reporting for Agricolgy in liaison with the Agricolgy Advisory Group and ORC Finance team.
- Work with the Central Communications Officer to coordinate and manage ongoing Agricolgy contracts and service providers – for example with website providers, google suite, social media, PR etc.
- Manage payments and purchase orders according to the agreed financial procedures.
- Organise and documenting regular meetings including meetings of the Agricolgy Advisory Group and Steering Group.
- Carry out other project administrative duties as required.

MONITORING AND EVALUATING IMPACT

- Enhance and manage the system for monitoring of Agricolgy project progress and impact, including documenting monthly google analytics. Work with the wider team to refine the indicators to be measured and reported on.
- Report on progress and impact to the Agricolgy Advisory Group, Steering Group and other project partners on a regular basis to ensure analytics feedback into improving the efficiency and impact.
- Develop simple and effective mechanisms to gain feedback from farmers and researchers on how Agricolgy can be improved

BIDDING & FUNDING

- Identify funding opportunities and develop proposals with input from Agrigology Advisory Group and Steering Group.
- Work with Agrigology Steering Group and collaborators to develop co-bids as communications partners on new research projects.
- Identify and develop opportunities for funding appeals or projects and work with the Fundraising team to develop relationships with funders to identify potential sources of continuation funding

Role within ORC must support delivery of the overall strategy and annual plan which includes but is not limited to:

- To contribute to the overall strategy development
- To coordinate with the Knowledge Exchange team to provide support for any KE work package delivery
- To coordinate with the Central Communications Officer to ensure consistent messaging and brand management across all websites, publications and social media accounts etc
- To attend and provide regular updates and reports as required/agreed at team meetings

Generic Responsibilities

- Attend staff and other meetings as requested.
- Supervise voluntary, work experience and other administrative staff as required.
- Support the recruitment and induction of new staff as appropriate to your role.
- Provide meeting, event and other assistance to the CEO and other staff as required.
- Undertake training to be able to continue meeting the requirements of this role and develop your potential as a member of ORC staff.
- Any other duties that may be allocated by the CEO, including responsibilities not listed above that may be allocated in the Annual Business Plan and/or agreed as part of annual appraisals.
- To ensure that effective routes of communications are established and maintained throughout the wider ORC teams.
- Ensure compliance to company Health & Safety, GDPR and any other regulatory or policy requirements

Attribute	Essential	Desirable	How identified/ assessed*
Qualifications			
BSc (2:1 or higher)	X		AP
Project management	X		AP
Financial management		X	AP
Experience			
3 years Project or financial management	X		AP/I/P/R
Working with web developers	X		AP/I
Understanding of GDPR	X		AP/I
Knowledge of relevant UK funding sources		X	AP/I
Social media (Twitter, Facebook, Instagram)		X	AP/I
Knowledge of sustainable farming in a research or technical context		X	AP/I
Line management		X	AP/I
Event management	X		
Skills			
Good familiarity with MS Office Suite (Excel, Word)	X		AP/I/R
Website development and management	X		
Google analytics, data analysis and reporting	X		
Familiarity with SEO and website functionality		X	
Familiarity with publishing software (Publisher, InDesign)		X	AP/I/R
Team working	X		
Writing of funding applications	X		AP/I/R
Monitoring, evaluation and impact assessment		X	
Good communication skills both written and oral, in a variety of styles	X		AP/I/R
Personal qualities			
Methodical and task-oriented approach to work	X		AP/I/R
Attention to detail	X		AP/I/R
Excellent organizational skills and ability to multi-task	X		AP/I/R
Independent, proactive and positive attitude	X		AP/I/R
Enthusiastic and flexible	X		AP/I/R
Additional attributes			
Clean driving license	X		AP/I
Willingness to travel in the UK	X		AP/I
Willingness to work additional hours at peak times.	X		AP/I

