

Job Title	Charitable Activities Manager
Place of work	Yorkshire Agricultural Society (YAS) based at the Great Yorkshire Showground in Harrogate.
Hours of work	Full time (35 hours per week) but some flexibility required for events
Salary and benefits	Good salary + 26 days holidays + Pension + Life Assurance and contribution to Private Healthcare.
Line Manager	Chief Executive
Job Purpose	<p>The Yorkshire Agricultural Society is an agricultural charity and although best known for running the Great Yorkshire Show also has an extensive program of activities to support the agricultural and rural communities year-round.</p> <p>The role is to co-ordinate, oversee and extend the range of charitable work of the Society. The Society is governed by its Articles of Association which include our charitable objectives. We have recently reviewed these objectives and prepared some strategic guidelines which give more details on what we are aiming to deliver and our priorities. The strategic guidelines are attached as Appendix 1.</p>
Budget	£380k per annum
Staff responsibility	Education Events Co-ordinator

Principal Duties

The role has three distinct elements:

1 - To manage the delivery of an extensive range of education events.

This involves managing our Education Events Co-ordinator who plans and delivers our education events. These range from Springtime Live, Countryside Days, the Discovery Zone at the Great Yorkshire Show and our School Veg Box competition.

A substantial part of the annual budget is dedicated to these events which are predominately aimed at primary age children. You will be required to support the development and delivery of these events.

2 - To co-ordinate and work with colleagues delivering the following activities:

- The Yorkshire Rural Support Network Co-ordinator is based in our office and the role involves working closely with them to support, promote, and if required, deliver their events. This includes initiatives such as Women in Farming and Farmer Health checks
- Over the last few years we have developed the Future Farmers of Yorkshire (FFOY) network which now has more than 800 members. This is a vibrant group of farmers and others working in associated businesses who want a progressive farming industry that is respected and supported by the general public. The meetings for this group are social as well as knowledge transfer events. FFOY is delivered by a project manager who also develops our links with farmer groups such as discussion groups. We also organise training events and sponsor FFOY members to attend major industry events such as the Oxford Farming Conference and the NFU annual conference as part of developing people within the industry.
- We also have a co-ordinator who administers the Farmer Scientist Network (FSN) and the Yorkshire Food, Farming and Rural Network (YFFRN) which is the DEFRA network for Yorkshire.

All these projects are delivered by part time staff and your role would be to support them, so they are as effective as possible, and help to co-ordinate the activities and their promotion and communication.

3- To deliver a range of activities

There are several areas which we are looking to develop as part of our strategic guidelines. This is a wide-ranging remit which allows you to grow our current initiatives, but you will also be expected to provide the energy and independent thinking necessary to develop and lead new activities, which contribute to the Society's aims.

One of biggest concerns of the farming industry is attracting, training and developing staff. This includes attracting new entrants to help meet the challenges the industry is facing. It is our aim to do more in this area at both secondary level and within the industry.

In 2019 we organised a new area at the Great Yorkshire Show called Gen Z aimed at promoting careers in farming and associated industries to secondary age children. We want to build on this initial success.

In addition, you will be required to:

- To prepare an annual plan and report on the effectiveness of all Charitable Activities and associated spend to the committee.
- Report to and attend the Charitable Activities Committee meetings and support their involvement.
- To ensure the Society has an effective and coherent communications strategy for our charitable activities both to promote the Society and farming and the countryside generally.
- To manage the department budget and ensure that we achieve value for money in all our work and expenditure.

The charitable activities of YAS have grown significantly in the last decade and this role will be fundamental to the continued growth and success of these activities.

Person Specification

Experience and skills required	<ul style="list-style-type: none">• Graduate calibre with excellent interpersonal skills including the ability to influence, network and engage with various stakeholders across the industry.• Ability to identify and capitalise on opportunities to extend the reach of the Society's activities.• Experience of planning and running successful events• Evidence of developing successful partnerships with a range of commercial and charitable organisations.• A real passion and empathy with farming and the countryside.• Commercial awareness and business acumen and ability to manage budgets.• Good written and oral skills and an ability to produce succinct, cogent and persuasive reports.• Experience of managing a wide range of projects at the same time with multiple deadlines.• The ability to be a part of the management team and work with the Charitable Activities Committee.• Ability to promote YAS charitable messages and events using both traditional and digital media.• To act as an ambassador for YAS both internally and externally.• This post requires a DBS (enhanced) check.
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Strategic guidelines for YAS Charitable Activities

The YAS charitable objectives in the Articles of Association are very general and wide in scope so these guidelines have been prepared to aid the production of a detailed delivery plan.

These are guidelines rather than rigid rules and will be reviewed and updated as required.

Strategic Guidelines

1. Organising education events for children and families.

Split into the following categories:

- Events
- Primary
- Secondary and Apprentice

Future priorities to be secondary school children to make them aware of opportunities and careers in agriculture and related industries. To improve the image of farming as a career and promote 'green careers' in general with the aim of attracting talented young people into the industry.

2. Supporting small organisations and individuals in the sector

- Sponsorship of events and conferences
- Grant applications

Much of the sector is under resourced and YAS can give both financial and marketing support. This 'enabling finance' should be aimed at helping and promoting the agricultural industry.

Appendix 1 give more detailed guidelines for applicants and for assessing applications.

3. Personal development of people

- Promoting careers in agriculture
- Developing skill and experience of those already in the industry

The lack of skills, particularly of new entrants is a major concern and it was felt that YAS should offer more opportunities for personal development for those in the industry. As well as personnel development we should also look at funding and encouraging training.

4. Supporting the industry

This includes a wide range of activities to help those in the industry in practical ways with issues affecting them and their businesses.

- Supporting the welfare charities
- Funding the YRSN
- Health and well-being of individuals working in farming
- Addressing issues affecting farming businesses – such as changes to support programs and new legislation.

5. Knowledge transfer

To help improve the skills of people in the industry we need to continue with 'knowledge transfer' in its widest sense. These include formal processes such as FSN and similar academic/farmer projects but also more informal activities such as Future Farmer meetings.

Other objectives

A wish to have better links with, and improve the involvement of, Young Farmers, (and other similar organisations such as agricultural colleges) in our activities.

To have a better and more coherent communications strategy. Many in the industry are still unaware of the work YAS do to support farming and the countryside. We need to use both traditional marketing and modern technology to get our message across.