



Job Description for the new post of a Regional Development Manager for the Pasture-Fed Livestock Association (PFLA)

The Pasture-Fed Livestock Association (PFLA) is a movement of farmers, butchers, retailers and others which promote the practice of feeding ruminant animals exclusively from pasture. Farming in this way brings environmental, animal welfare and human health benefits, more on which can be found on the website pastureforlife.org.

The PFLA provides support to farmers, encouraging them and facilitating change to pasture-fed farming methods. Through the 'Pasture for Life' certification scheme the PFLA is building awareness of the value to consumers of 100% pasture-fed meat and dairy products. It works to support its members in growing the market and supply chain for certified products.

The PFLA is ten years old this year and is a membership organisation of more than 600. Eighty per cent of the members are farmers with the remaining 20% being butchers, retailers, wholesalers, people involved in the food industry, academics, and researchers. In addition, there are more than 1,600 supporters, many of which are consumers.

A recent in-depth review has led to a move to a new organisational structure, including regional groups. This will enable the PFLA to achieve more quickly its strategic aims of:

- Fostering a pasture-fed **culture**
- Promoting **certification** with farmers, the supply chain and consumers
- Working in **collaboration** with partner organisations.

The regional group strategy will see the PFLA build on the success of the groups that have emerged organically and also out of a Princes Countryside Trust Fund Uplands Project.

Each current and future group will have a part-time funded Regional Facilitator to drive them forwards. This person will be overseen by a new central position initially paid for three days a week, which will be at the heart of this strategy.

Regional Development Manager

This new role will suit an individual who has self-motivation, flair, energy, excellent people and organisational skills, as well as a passion for ruminant livestock farming and agroecological principles.

Responsibilities of the role:

- Being fully acquainted with the activities of the PFLA and able to provide a bridge between the national organisation and the regional groups
- Setting up new groups where there is a need, based on geography or on a member-led basis, including helping recruit Regional Facilitators
- Helping deliver the PFLA's over-arching strategic education plans to help members on their journey to becoming Pasture for Life certified, ie 100% pasture-fed
- Assisting in the preparation and delivery of events at a regional and national level
- Able to support fundraising applications at a regional level with data and knowledge

- Convening regular meetings of the Regional Facilitators so best practice can be shared across groups and from the central team to the groups
- Managing the Regional Facilitators, dealing with issues to ensure progress is maintained
- Providing further information to the groups on farming related issues and marketing/sales matters

The PFLA has a number of other short-term priorities and it may be the case that the person who is fulfilling the above role is asked to get involved in any of the following, should time and skills make it possible:

- Putting on a virtual education programme of webinars and online events
- Assisting PFLA members with supply chain issues during the challenges of Covid-19
- Preparing a series of documents that pull together best practice on direct sales from the diverse membership and third-party sources. This will include, but not exclusively: on-farm set up, slaughter and butchery, e-commerce and farm gate sales, packaging and logistics. All specific to the sale of meat
- Assisting with outreach activity directed at the consumer and retail end of the supply chain

Required skills and experience:

- A passion for the subject of pasture-farming, and wider agroecological practices
- Prior experience working within food and farming
- A clear track record of making connections and networking
- An ability to present information, both written and orally, to a range of audiences including policy makers, the media, farmers, and people in the food industry
- A can-do, self-starting attitude and a desire to learn
- Proven organisational ability

The PFLA is a nationwide organisation and its active Directors, volunteers, and current staff members work from home so the Regional Development Manager will be expected to make their own working arrangements. A laptop computer will be provided, if needed. Team communications are currently held through Zoom and other media. The successful applicant will be expected to travel for which expenses may be claimed. They will need to be able to work on their own, but also to communicate effectively with the wider PFLA team, ensuring everyone is pulling together in the same direction.

The salary will depend on experience and skillset but will range between £30k and £35k FTE.

Anyone interested in this role can write to chair@pfla.org with their CV and a covering letter stating their interest and explaining why they would be the best person for the job. The deadline for this is midnight on the 16th August 2020, after which we will be short-listing for virtual interviews in the last two weeks of August.