



Role: Part-Time Breed Promotion Manager

Company Information: British Blonde Cattle Society

The British Blonde Cattle Society has breeders and members from all regions of the UK. Its core purpose is the promotion and technical development of the Blonde breed and the provision of an accurate herdbook of the British Blonde Cattle population. Breed improvement programmes, initiatives and services are all aimed at increasing the profitability of pedigree and commercial beef producers.

Role purpose: To provide the leadership and management of the Society on behalf of the Board of Directors. The successful candidate will be working closely with the Board to develop and promote the breed as well as developing marketing strategies for the Society with the aim of growing the breed's membership and animal registrations.

Key Responsibilities:

- To provide leadership and management support for the British Blonde Cattle Society.
- Working with the Board to offer strategic and operational advice and guidance in the principal areas of breed promotion and development.
- Working with the Board to develop and implement marketing strategies in order to promote the British Blonde brand (PR, marketing campaigns etc.).
- To act as the first point of contact for new and existing breeders as well as the media and members of the public.
- Organise and manage the Society's presence at shows, sales and events as directed by the Board Chair and/or Board.
- Maintaining the integrity of the herd book by managing the external Registrations & Membership Contract.
- Establish and maintain the breed's contact with the industry through participation in meetings/events/open days and conferences as directed by the Board Chair and/or Board.
- Develop and maintain relationships with online and traditional media across a range of audiences including trade, technical, consumer, national, regional and specialist press.
- Management of financial support including raising invoices, processing payments, paper and electronic filing.
- Managing and producing reports such as the monitoring and reporting of KPIs, activity reports, accounting and financial reports.
- Ensure the Society meets any new legislations.

Additional Job Specific Responsibilities:

- Preparation of Council business activity and meeting support.
- Responding to internal and external queries in a professional manner within scope of role, escalating where required to the Board Chair.
- Ensuring clear communications with members.
- Ensuring the Society's website and Social Media pages are kept up-to-date.
- Production of documents e.g. agendas, papers, minutes, briefing papers, registers, reports and presentations.
- Organisation of internal and external meetings including notes preparation and minute-taking.
- Manage the data inputting and maintenance of the Breed Database.
- Collate information for and from members when needed.
- General administration work.
- The post holder will also be expected to carry out any other responsibilities commensurate with the role as required and directed by the Board Chair and/or Board.

Additional Information:

- This is a home-based role with extensive travel requirements across the UK.
- The post-holder will be required to use their private car to fulfil the role and will be entitled to mileage allowance. However, the post-holder will be required to spend 7.5 hours per month at the base for the Registrations & Membership of the Society. Travel to this office for these 7.5 hours will not be reimbursed.

Delegated Authority:

- No budgetary responsibility, but will be expected to work within designated budgets and is responsible for monthly account monitoring.

Person Specification – Knowledge/Skills/Experience**Essential:**

- Excellent written and verbal communication skills.
- Excellent interpersonal skills with the ability to build effective working relationships i.e. networking and influencing key stakeholders within the industry.
- Excellent organisation skills and ability to balance priorities effectively to meet tight deadlines.
- Marketing and PR experience/qualification/s.
- Excellent negotiation skills.
- Good computer skills. Proficient in Microsoft applications such as MS Word, Excel, PowerPoint, databases, email, internet and financial management system (SAGE).
- Strong numerical and administrative skills.
- Extensive knowledge and a passion for the beef industry.
- Honesty, integrity and enthusiasm.
- Able to work confidentially.
- Applicants must hold a full UK driving licence.

Desirable:

- A proficient writer with experience of writing market reports, press articles or press releases.
- A proven successful track-record of creating and implementing marketing strategies.
- Experience/qualification/s in web site and social media communications.
- Experience in generating sponsorship and external funding.
- Leadership and management experience.
- Event Management experience.
- Experienced at monitoring, recording and improving performance in line with Key Performance Indicators (KPIs).
- Experienced at closely monitoring and managing budget expenditure.

Salary range: £30,000 – £35,000 per year pro-rata, depending on experience

Location: Home-based

Hours: 22.5 hours a week

Closing date for applications: 2 March 2020

To Apply:

If you would like to apply for this vacancy please complete the Application Form and the Monitoring of Equality & Diversity form and return them accompanied with a covering letter via email to williammcelroy@btinternet.com or by post marked Private & Confidential to the:

Attention of:

William Mc Elroy
British Blonde Society Chairman
132 Aughnaskeagh Road,
Dromara,
Dromore,
Co. Down,
BT25 2PB