

Knowledge Exchange - Relationship Manager Pork – August 2019

Role: Knowledge Exchange - Relationship Manager Pork

Band: E

Function: Knowledge Exchange

Reports to: Knowledge Exchange Senior Manager

Banding descriptor: Senior experts or leaders, roles with experience to lead resources, lead the formulation and implementation of project and policy and in some areas, people. With or without budgetary responsibility and line management responsibility.

Contribution to Corporate Business Plan: Leading and Contributing.

Role purpose:

To be responsible for the effective execution of elements of the pork knowledge exchange business plan. Providing a high level of key account/stakeholder engagement and facilitation skills to pork levy payers. Contributing to a world class knowledge and information delivery service to the industry. Deliver to key operational and business plan targets in support of the sector strategy.

Key Responsibilities:

- To understand and represent AHDB, and all it can do to support the pork industry, acting as a vital pivot point between the organisation and key stakeholders.
- Contribute to the overall KE activity plan within the pork sector by working alongside the Head of KE and Senior KE Manager to develop a targeted action plan, to include a key account management plan, and a KE plan for Farm Excellence activities either regionally or nationally as required
- Manage AHDB's relationship with nominated key named pork businesses, operating as the 'go to' person with responsibility for facilitating two-way communication in regards to AHDB strategy and priorities
- Exhibit a proficient and professional approach to account management including stakeholder mapping and efficient use of CRM software and tools
- Lead and successfully execute collaborative programmes of work with your key accounts that offer mutually beneficial outcomes and establish AHDB as a relevant and credible strategic partner
- Contribute to the overall team and deliver in a specific area activities covering Knowledge Exchange (KE) and Business Improvement (BI) within a sector ensuring that sector expertise and engagement is maintained and enhanced as much as possible.
- Lead delivery of Farm Excellence activities for the pork sector in a given area, including Monitor/Strategic Farms, Discussion Groups and Technical/Training Events and Business Improvement activities including work on business culture/resilience, risk planning, benchmarking, technology adoption, process improvement, people management and development
- Deliver the activity within the budget allocated, providing accurate and appropriate reporting information to the sector KE Senior Manager and Head of KE as required and contribute to the evaluation of the activity so that specified sector outcomes are delivered
- Demonstrate effective two-way flow of information in and out of AHDB. This includes actively using insight gained from key accounts and their supply chains to inform AHDB KE activities and communications
- Select and manage external suppliers ensuring focus, commitment and achievement of agreed targets and compliance with AHDB's Procurement policy
- Proactively embrace matrix working opportunities to ensure efficiencies and sharing of best practice
- Where directed by the Senior KE Manager provide industry representation to working groups/committees
- Take an active and constructive role in Sector KE management and wider AHDB staff meetings as appropriate
- Where directed by the KE Senior Manager contribute to supply chain engagement and technical issues at a national and regional level

- Participate in relevant internal AHDB working groups as required by the Head of KE for the sector and lead where appropriate

Additional Job Specific Responsibilities:

- Understand the AHDB Strategy, and communicate to key stakeholders and levy payers the Pork priorities across market development (domestic/international), market intelligence and technical
- Build and maintain strong, long term relationships with pork accounts, facilitating regular meetings, visits and interactions with your key accounts and internal stakeholders, as required
- Develop and deliver a rolling 12 month strategic engagement plan and activity calendar between AHDB and pork key accounts, that address their business improvement needs
- Use the CRM to record engagement and meeting outcomes with key accounts
- Clearly communicate and report progress to internal stakeholders, including relevant Boards, Chiefs, Directors and Heads of
- Engage key stakeholders such as NPA, PVS, APHA and Allied Industry (feed, pharmaceuticals, breeding companies) in your given area, building collaborative relationships in order to work with them to engage pork producers in KE activities and communicate the benefits of AHDB activities clearly to the industry
- Manage and implement at a regional level, producer facing activities including Monitor/Strategic Farms, Technical Events, Pork Business Groups and associated initiatives
- Proactively build awareness and engagement with AHDB tools and services such as EMB, PigPro, WebHat, PHS etc with your key accounts and their supply chains, helping to drive greater efficiency, transparency and sustainability
- Build good internal relationships with other AHDB teams, in order to bridge the gap between the expertise within AHDB and our levy payers and stakeholders
- Provide high level facilitation skills and deliver key stakeholder meetings
- Coach and mentor team members as required

Delegated Authority:

- Routinely cover for line manager on specified activities.
- Budgetary responsibility in line with AHDB Standing Instructions, with responsibility to manage the KE expenditure budget for a designated KE campaign

Person Specification - Knowledge/Skills/Experience:

Essential

- Strong account management background with proven experience of managing large key account businesses
- Awareness of the key opportunities and challenges facing pork businesses , and their supply chains
- Practical experience of facilitating and delivering activities at farmer meetings and high profile events
- Strong planning and organising skills with ability to manage multiple projects simultaneously while maintaining a sharp attention for detail and spending control.

Desirable

- Will hold a relevant Agricultural degree and/or equivalent.
- A proven track record with experience of developing and delivering innovative and effective business improvement activities
- A skilled communicator able to speak with authority and write effectively and clearly

Behaviours

- Confident to work with and lead industry partners from across the pig sector
- Can demonstrate a desire and willingness to actively develop own skills and knowledge
- Proven team player in fast paced, agile team environment

	Areas of Expertise	Level Required
1	Influencing & Negotiating	4
2	Creating & Inspiring Commitment	3
3	Facilitation Skills	4
4	Planning & Organising	3
5	Key Account Management	4
6	Knowledge Exchange & Communication	4

	Behaviours	Level Required
1	Customer Mind-Set	4
2	Performance Driven	4
3	Respecting Others	4
4	Working in a Matrix	4

Version	Date	Author	Description
1.0	May 2016	R Laverick	Original
2.0	June 2018	HR	Amended AOE
3.0	August 2019	S Dunkley	Updated

