

Job Profile:

Intelligence and Analysis Senior Officer

Organisation Overview:

Hybu Cig Cymru (HCC) is the strategic body responsible for the development, promotion and marketing of Welsh red meat. Its mission is to support the development of a profitable, efficient, sustainable and innovative Welsh red meat industry, which responds competitively to ever changing market trends.

Post Overview:

Primarily outward-facing, the main imperatives for the post will be to;

- As delegated by the *Intelligence, Analysis & Business Insight Executive*, the job holder will actively engage with key industry stakeholders to share data and insights across the wider industry, providing key intelligence to strengthen HCC's role as a trusted source of insight within the red meat supply chain.
- Interpret critical market and industry insights into strategic priorities in order to enhance delivery, sustainability and profitability across the supply chain.

Principal Accountabilities, Responsibilities and Activities:

- Support the *Intelligence, Analysis & Business Insight Executive* through collation and analysis of key supply chain data from various data sources.
- Monitor and interpret key data metrics to evidence the industry's performance against core sustainability targets.
- Provide support to the HCC teams (namely *Sustainability & Future Policy*, *Supply Chain Delivery*, and *Strategic Marketing & Connections* teams) through providing accurate and useful market insights and trends.
- Work collaboratively with the *Intelligence, Analysis & Business Insight Executive* to use key data metrics and insights to keep the red meat industry informed on the ever changing political and environmental landscapes.
- Engage with auctioneers, processors, retailers and university agriculture departments to consolidate HCC's profile as an industry knowledge hub and authority.
- Prepare articles, contribute to stakeholder communication activities, and present information aimed at informing wider audiences of current market trends within the red meat supply chain.
- Undertake any other duties as requested from time to time by *Intelligence, Analysis & Business Insight Executive*, which are commensurate with the grade of role, including covering them in their absence.

Personal Specification: Intelligence and Analysis Senior Officer

Factor	Essential Criteria	Desirable Criteria
Knowledge	A degree or equivalent in Agriculture or a scientific / economic discipline	
Experience and Skills	<p>2 years of experience in Data Analytics or Business Analytics, or qualifiable experience</p> <p>The ability and confidence to communicate in the Welsh language.</p> <p>A knowledge of the livestock industry and /or supply chains.</p> <p>Ability to write clear, well-structured reports.</p> <p>High attention to detail</p> <p>Excellent communication skills</p> <p>Ability to present confidently</p> <p>Highly numerate and IT literate.</p> <p>A passion for on time delivery and attention to detail.</p> <p>A current valid driving licence.</p>	<p>An understanding of government and policy frameworks.</p> <p>Networking skills and experience.</p> <p>Experience of disseminating information in a variety of formats - to include media, meetings, presentations and articles.</p> <p>Experience of data analysis and interpretation skills.</p> <p>Confident in engaging with audiences.</p>