



Hybu Cig Cymru Meat Promotion Wales

Job Profile: Information & Insight Manager

Organisation

Hybu Cig Cymru – Meat Promotion Wales (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. The organisation employs around 25 staff within the parent body, with an additional 25–30 staff employed by our subsidiary company. Both entities operate bilingually and in close partnership with stakeholders across the agricultural, food and public policy sectors. As a Welsh public body, we are committed to promoting equality, diversity and the Welsh language, and to maintaining the highest standards of governance, workforce wellbeing and organisational culture.

Role description

Reporting directly to the CEO the role will focus on leading the support of the HCC team, stakeholders and customers with the relevant information to support the development of the red meat industry in Wales. The role will focus in supporting the further enhancement of global sales and margin of Welsh red meat products. Identification, procuring and maintaining suitable data as well as meaningful and timely analysis and information production will be the core objective of the role. Where suitable the role will work closely with the Strategy and Future Policy Manager.

Principal accountabilities and responsibilities

- Lead the transformation of HCC as the authoritative information and knowledge hub for the red meat industry in Wales.
- Develop and lead a suitable team of analysts to provide timely and meaningful information from farm to fork to underpin evidence to support the development of the red meat industry in Wales and enhance the demand for Welsh red meat products.
- Identify, procure and manage the relevant data to underpin the provision of information as required by HCC's operational plan and utilising, where possible, co-operation with other entities.



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- Develop and maintain a periodic industry dashboard to provide information on the evolution of the industry from an economic, sustainability and demand point of view.
- Provide ad-hoc data and information as required by HCC as support for industry and/or policy influencing articles or papers.
- Develop and maintain suitable information to underpin global strategic market development targets including but not exclusive to countries, channels and consumers.
- Continuous horizon scanning and reporting of consumer trends, demand patterns and pricing.
- Continuous monitoring and reporting of global livestock prices as well as their relativity with respect to other countries and proteins.
- Continuous monitoring and reporting of global livestock availability and forecasts.
- Work in conjunction with the head of communications to develop and maintain the most effective regular methodology to disseminate industry relevant information to the wider industry.
- Act as the face of HCC on public matters relating to industry information and data.

Knowledge & Skills

Factor	Essential Criteria	Desirable Criteria
Knowledge	<p>Degree (or postgraduate qualification) in Economics, Agricultural Economics, Data Analytics, Statistics, or a related field.</p> <p>Significant experience in data analysis, market intelligence, or economic analysis within</p>	



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	<p>agriculture, food systems, or a related sector.</p> <p>Advanced analytical and quantitative skills with ability to translate data into meaningful insights.</p>	
<p>Experience and Skills</p>	<p>Experience identifying, procuring, and managing complex datasets from multiple sources.</p> <p>Experience producing industry insights, dashboards, reports, and briefing papers for senior stakeholders.</p> <p>Strong strategic thinking and horizon-scanning capability.</p> <p>Strong stakeholder management skills including collaboration across organisations.</p> <p>Highly organised with ability to deliver timely analysis in a fast-moving market environment.</p>	<p>Experience within the red meat, livestock, or wider agri-food sector.</p> <p>Experience working with government bodies, industry organisations, or policy environments.</p> <p>Experience with forecasting models, econometrics, or market modelling.</p> <p>Familiarity with sustainability metrics in agriculture.</p>