



Job Profile:

Industry Efficiency and Sustainability: Farm Productivity Officer – 3 Years Fixed Term

Organisation Overview:

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.

Post Overview:

The Industry Efficiency and Sustainability – Farm Productivity Officer will support initiatives to improve productivity and sustainability across the Welsh red meat supply chain.

The postholder will work closely with farmers, processors, advisors, and stakeholders to develop, deliver, and evaluate efficiency and sustainability metrics, ensuring the long-term competitiveness and resilience of the Welsh beef and sheep sectors.

This role will play a key part in translating data, research, and best practice into practical, farm-level and business-level improvements. The successful candidate will support HCC's delivery of the Environmental Baseline Pilot on 8 red meat farms across Wales, enhancing economic performance through collaborative initiatives involving Cost of Production and Carbon Auditing along with market readiness.

The role will help deliver on the second of the three key organisational priorities:

'Developing the implementation of initiatives that improve the economic and environmental sustainability of the red meat industry in Wales.'

Principal Accountability, Responsibilities and Key Activities:

Cost of Production & Profitability

- Work collaboratively with partners on **cost of production (COP) analysis**, benchmarking, and financial performance across the red meat sector.
- Help develop and promote 'What-if' modelling tools, guidance, and resources for farmers and businesses to better **understand, monitor, and control production costs**.
- Identify key cost drivers and productivity gaps and propose **practical interventions** to improve margins and business resilience.

- Support the use of financial and technical data to inform decision-making at farm and supply chain level.

Productivity & Efficiency Improvement

- Identify projects that improve **technical efficiency**, including but not limited to:
 - Animal performance
 - Feed efficiency
 - Resource use efficiency
- Work with advisors, demonstrator farms, and processors to showcase **best practice and innovation**.
- Support knowledge transfer through stakeholder and collaborative partner delivery.

Sustainability Integration

- Ensure efficiency and profitability initiatives align with **environmental sustainability objectives**, including:
 - Resource efficiency
 - Carbon efficiency per unit of output
 - Long-term business sustainability
- Contribute to HCC's work on Environment Baseline sustainability metrics, reporting, and industry messaging.

Data, Analysis & Evidence

- Work with internal and external partners to collect, analyse, and interpret **technical and financial data**.
- Commission or contribute to research projects relating to productivity, efficiency.
- Evaluate programme outcomes and produce clear reports demonstrating impact and value for money.

Stakeholder Engagement & Collaboration

- Build and maintain strong working relationships with farmers, processors, levy payers, advisors, academics, and industry bodies.
- Represent HCC at industry meetings, events, and working groups.
- Support collaboration with Welsh Government, delivery partners, and research organisations.

Internal Contribution

- Contribute to HCC's strategic planning, business plans, and funding proposals.
- Support cross-team working to ensure consistent messaging and joined-up delivery across industry development, marketing, and sustainability activity.

Personal Specification: Industry Efficiency and Sustainability - Farm Productivity Officer

<p>Knowledge</p>	<p>Degree or equivalent qualification in agriculture, agri-business, economics, environmental management, or a related discipline.</p>	<p>Postgraduate qualification or professional accreditation in farm business management or sustainability</p>
<p>Experience and Skills</p>	<p>Good understanding of livestock production systems, particularly beef and/or sheep.</p> <p>Demonstrable experience in farm business management and benchmarking.</p> <p>Analytical experience, data-driven with ability to translate data into clear, practical advice for industry audiences.</p> <p>Excellent communication skills, both written and verbal.</p> <p>Good understanding of the red meat industry supply chain.</p> <p>Good strategic thinking, decision-making, and influencing skills.</p> <p>Strong financial capability, including budget management and reporting.</p> <p>Articulate and cogent communications and report writing skills</p> <p>IT literate and a passion for on time delivery and attention to detail</p>	<p>The ability to communicate in Welsh, both verbally and in writing, is highly desirable</p> <p>Experience working within an agricultural levy body, advisory service, or agri-food organisation.</p> <p>Experience of on-farm budgeting and cost of production</p> <p>Experience of on-farm carbon auditing</p> <p>Knowledge of sustainability frameworks, carbon efficiency, or resource use efficiency in agriculture.</p> <p>Familiarity with Welsh agriculture and policy context.</p> <p>Experience of commissioning or managing applied research projects.</p>



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