

Job Description

Business Development Manager, Farm Enterprise

This is a new post.

For 50 years, Cyrenians (a Scottish Charitable Incorporated Organisation (SCIO), registered charity number SC011052) has served those on the edge; working with the homeless and vulnerable to transform their lives.

Our Vision is an inclusive society in which we all have the opportunities to live valued and fulfilled lives. We work to make that vision a reality through our Mission to support people excluded from family, home, work or community on their life journey.

We aim to offer consistently excellent service across all locations and in all our activities. Our way of working is built on our four core values:

Compassion: We believe that everyone should have the chance to change, no matter how long that might take.

Respect: We believe in tolerance, acceptance, valuing diversity and treating each other as equals.

Integrity: We are committed to the highest quality of work, grounded in honesty, generosity, sincerity and professionalism.

Innovation: We are willing to take risks, challenge convention and be very creative in our search for new ways of working, in particular by taking account of the environmental impact of our decisions.

1 General

In the current economic climate with continued austerity, Cyrenians believes that the challenges are so great and potentially have such a huge impact on those we serve, that the only way to tackle them is to face them head on and use as an opportunity of growth. To this end, one of our ambitions is to expand our capacity to generate unrestricted income, especially through Social Enterprises, for real sustainability.

The objective of our Social Enterprise projects is to increase the number of people we serve and the level of earned income. Our objective, by 2020, is for our Social Enterprises to become sustainable, earning enough income to achieve at least 50% cost recovery.

Cyrenians Farm sits within our **Good Food Programme**, with a mission to bring good food and healthy lifestyles to people who are experiencing disadvantage, isolation, poverty and homelessness. There are three key enterprises to this programme, these are:

- **Cyrenians Farm**, at Kirknewton is a working organic farm producing local fruit, vegetables and eggs, but is also home to a community of vulnerable young people, many with backgrounds of homelessness. The Farm grows food and helps the Community to grow people, providing a range of opportunities for individuals,

including young trainees, to develop skills and confidence as a step towards a settled lifestyle. Within the Farm structure we also deliver:

- An **Upcycling** programme is being developed at the Farm aiming to revitalise older furniture and bring it to life and also generate new furniture from materials we source along the way. This programme will provide new training for people on their path back to employment and a hobby for those looking to fill their days whilst building new social groups.
 - **Volunteering** in a supportive environment, allowing people to retake the first steps, or further steps, towards independent living. Volunteers come from all walks of life and in some cases, have been, recipients of help themselves and enabling them to be givers of help to others is a unique feature of the programme.
- **Fareshare Central and South East Scotland**, a food redistribution project, collects and redistributes surplus food from producers and suppliers to not-for-profit organisations that work with vulnerable people.
 - **Food education programme**, offers a range of food related services including food hygiene courses, cooking courses and community cook clubs, which encourage healthy eating & promote social inclusion and help participants increase their confidence.

Additionally, we have deliver **Cyrenians Training Services**. This compliments our work already established in the field of conflict resolution whereby we deliver training to organisations supporting their front line staff. Additionally this service provides IT training to those with little or no knowledge.

The role will be based at Cyrenians Farm, but will include work at other Cyrenians projects and with external organisations so expect travel throughout Scotland.

Cyrenians requires all staff to be flexible in their approach and willing to help meet the needs of the charity and clients in whatever circumstances arise. We expect all staff to display care, respect and a non-judgmental approach to clients, being prepared to work tenaciously and imaginatively towards successful outcomes.

2 Tasks and Responsibilities

Promote the Business Enterprise and act as main representative

- Act as the main representative and seek opportunities to promote, develop and maintain relationships that will benefit the Enterprises
- Maintaining and developing relationships with our partners and stakeholders in a professional manner
- Representing Cyrenians by way of networking (political and industry groups)
- Maintain and develop team challenge business
- Networking and developing the farm presence in the local food market, developing a strong presence and a good understanding of market competitors

Marketing and Communications

- Work closely with Cyrenians Marketing and Communications Manager to develop a robust marketing and communications strategy; overseeing the development and distribution of materials that are within Cyrenians brand guidelines

- Ensure a specific communication strategy that enables regular communication with all relevant stakeholders
- Write Case Studies & Visuals for social media
- Regularly update the farm blog

Manage the Enterprise

- Developing new enterprises in line with the existing business growth plan; incorporate new growth plans into existing enterprises to fully reach the Farm's full potential
- Show continued growth in sales income; develop VegBox scheme including seasonal offerings, building relationships with new wholesale produce buyers
- Determine and oversee delivery of growing plan, ensuring harvestable crops are sold; maintaining stock system in line with Soil Association requirements)
- Managing the administrative aspects of the farm business including sales, corporate relationships, budgets, staff and monitoring and evaluation
- Quarterly review of budget & operation/programme plans
- Petty cash management
- Increase offering to schools to offer group participation via Pupil Equity Fund for primary school children

Manage the Facilities

- Update and maintain Farm management reports
- Respond to queries, issues, complaints, general requests from all stakeholders
- Manage the upkeep of equipment, space and supplies to meet health and safety standards
- Maintain inventory of Farm buildings to determine the need for repairs or renovations
- Review utilities consumption and strive to minimize costs including service contract for waste disposal etc
- Respond to emergency situations or other urgent issues involving the facility

Manage the Farm Team

- Supervision of staff, volunteers and contractors, providing line management to the team adhering to relevant HR policies and procedures
- Work planning and support and supervision for farm enterprise staff, ensuring each staff member has an individual work-plan disseminated from the Business Plan
- Ensure volunteer numbers continue to grow, developing and supporting each including those with additional support needs
- Ensure adherence to the principles of the charity's 'Nurturing our People' strategy
- Develop relations with the Farm Community, creating opportunities for the residents to engage and learn on the Farm

Compliance

- Maintain administration records including sales, HR in addition to Health and Safety legislation recording data in line with regulations
- Adhere to the principles of best practice relating to the sector
- Maintain financial and non-financial records and provide reports to funding bodies where required
- Ensure that the enterprise delivers its projected outcomes, and that these can be evidenced

3 Person Specification

Knowledge	
Good knowledge of local food markets, local food networks, producers and supply chains.	Essential
Knowledge of seasonal food production, fruit and veg in particular.	Desirable
Proven ability to plan and grow on this scale.	Desirable
Experience	
Project management <ul style="list-style-type: none"> • Monitoring and evaluation • Writing business plans • Report writing • Staff supervision • Budgeting • Business development 	Essential
Demonstrable success in delivering multiple projects running concurrently	Essential
Project administration / management	
Previous experience of working within voluntary sector fundraising and/or marketing.	Desirable
Knowledge of the online local food platforms platform.	Desirable
Skills	
Excellent organisational skills, ability to prioritise and an eye for	Essential
Excellent interpersonal skills, including telephone manner, in order to interact successfully on a daily basis with volunteers, clients, stakeholders and colleagues.	Essential
IT skills including Microsoft Office software.	Desirable
Marketing skills, such as graphic design and social media skills.	Desirable
Excellent verbal and written communication skills.	Essential
Approach	
Methodical and conscientious with a "can do" attitude.	Essential
Able to work independently with a minimum of supervision, and a good team player whilst confident working in a collaborative way with stakeholders.	Essential
Flexible and adaptable, able to work hours in line with the requirements of the service.	Essential
Values and Attributes	
Committed to service excellence and continuous improvement	Essential
Energy, drive and enthusiasm	Essential
Motivating and encouraging	Essential
Calm, strong and positive in dealing with difficult situations	Essential
Innovative and pro-active approach	Essential

4 Terms & Conditions

Employer:	Cyrenians
Accountability:	Cyrenian Board of Trustees (via the Chief Executive of Cyrenians)
Line Manager:	Head of Enterprise
Reporting:	Report against work plan at regular support and supervision meetings in addition to funders requirements
Liaison with:	Enterprise managers, suppliers, Local Food networks, customers, volunteers.
Workplace:	Cyrenians Farm (Kirknewton)
Working Hours:	Part Time – 24 hours per week. Work pattern flexible over a minimum four days the preferred option.
Annual Leave:	25 days plus 10 public holidays (pro rata)
Salary:	SCP31-36: £29,110 – £33,172 pro rata. This equates to a pro-rata salary of £18,882 for a 24 hour week at SCP31.
Pension:	Auto enrolment into Qualifying Workplace Pension Scheme (QWPS) which is a Group Stakeholder Pension Scheme – current contributions being 3% employee and 2% employer. Option of enhanced Employer contributions to the same QWPS of 6% initially, rising to 9% after 2 years and 12% after 5 years (subject to employee contributions of 6%) Employer contributions to the Group Stakeholder Pension Scheme of 6% initially, rising to 9% after 2 years and 12% after 5 years (subject to employee contributions of 6%).
Driving licence:	Essential, with access to own car preferable
PVG membership:	Required
Duration:	Permanent

5 Application deadline and Interview dates

Closing Date:	12 noon on Monday 11 th March, 2019
Interview Date:	Tuesday 19 th March, 2019 (Kirknewton)
2 nd Interview Date:	Monday 25 th March, 2019 (Edinburgh)

Please refer to the Recruitment Information leaflet for further information on completing and submitting your application form.

Candidates will be required to deliver a presentation during the interview.