

Job Description

Job Role: Wye Valley National Landscape Farming In Protected Landscapes Officer

Service: Built and Natural Environment

Role Structure	Role Details
Directorate:	Economy & Place
Grade:	HC07 SCP19-25
Location:	Wye Valley National Landscape Team, Wye Valley AONB Office, Hadnock Road, Monmouth. NP25 3NG
Responsible to:	Wye Valley National Landscape Development Officer

Main purpose of the role

To support the delivery of the Farming in Protected Landscapes (FiPL) and Fermio Bro programmes in the Wye Valley National Landscape, both on the ground and administratively, on behalf of the Wye Valley National Landscape Partnership.

Key Duties and Responsibilities	Frequency of Task
Provide a first point of contact for potential applicants to the Farming in Protected Landscapes and Fermio Bro programmes in the Wye Valley National Landscape.	<ul style="list-style-type: none"> • Daily
Ensure the smooth and efficient running of the Farming in Protected Landscapes and Fermio Bro programmes, including support to the Local Assessment Panels, inspecting and confirming grant offers, agreements, delivery and payments.	<ul style="list-style-type: none"> • Daily
Provide potential applicants with advice and guidance on conservation, land management, access and engagement, to promote high quality applications to the programme.	<ul style="list-style-type: none"> • Weekly
Support applicants with their applications and where necessary help guide subsequent delivery, especially those applicants that are 'harder to reach', and to facilitate cluster / groups applications.	<ul style="list-style-type: none"> • Weekly
Ensure compliance with the terms and conditions of respective grant programmes, including through the co-ordination of grant	<ul style="list-style-type: none"> • Weekly



Key Duties and Responsibilities	Frequency of Task
agreements, grant claims processes and advice and guidance to successful applicants.	
Work in partnership with others, internally & externally, to develop landscape-scale projects, and develop relationships with farmers, landowners and farming partners to facilitate peer-to-peer learning, clusters/groups and collaborative applications.	<ul style="list-style-type: none"> • Monthly
Support the work of the Local Assessment Panels, including preparing meetings, papers and minutes and provision of summary reports and recommendations on applications.	<ul style="list-style-type: none"> • Monthly
Monitor projects, expenditure and income/claims against the programme budgets, National Frameworks, programme outcomes, AONB Statutory Purposes and AONB Management Plan.	<ul style="list-style-type: none"> • Daily
Ensure the administration of the Farming in Protected Landscapes and Fermio Bro programmes comply with external and internal requirements	<ul style="list-style-type: none"> • Daily
Support the National Landscape Business Support Assistant with financial management procedures, claims and payments processes.	<ul style="list-style-type: none"> • Weekly
Support the reporting to DEFRA, Welsh Government, Rural Payments Agency (RPA) and Rural Payments Wales (RPW) and the Wye Valley National Landscape Joint Advisory Committee (JAC) as required, ensuring adherence to delivery schedules.	<ul style="list-style-type: none"> • Monthly
Liaise with the RPA and RPW to provide and receive information to avoid double-funding.	<ul style="list-style-type: none"> • Monthly
Maintain filing systems and use information systems for accurate recording, reporting and interrogation of data provided by DEFRA and Welsh Government.	<ul style="list-style-type: none"> • Daily
Support project and programme level evaluation and provide information and contacts for any external monitoring and evaluation.	<ul style="list-style-type: none"> • Bi-monthly
Contribute to legacy, lessons learnt and forward planning for the programmes.	<ul style="list-style-type: none"> • Annually
Work closely with staff from other National Landscapes & National Parks, particularly farming officers, to share knowledge and understanding, and to represent the Wye Valley National Landscape on local and regional farming support groups.	<ul style="list-style-type: none"> • Weekly



Person Specification

Requirements	Essential or Desirable	Identified by A – Application I – Interview
Qualifications and Training		
<ul style="list-style-type: none"> Educated to degree level with an appropriate environmental qualification, with at least 3 years relevant work experience 	Essential	A, I
Experience & Knowledge		
<ul style="list-style-type: none"> Working with farmers and land managers (including small-holders and NGOs/charities) to achieve conservation objectives and landscape enhancement, including through agri-environment schemes 	Essential	A, I
<ul style="list-style-type: none"> Experience of land, habitat &/or landscape management including surveying, assessment and restoration practices 	Essential	A, I
<ul style="list-style-type: none"> Operating to financial and performance targets 	Essential	A, I
<ul style="list-style-type: none"> Budget management and reporting, including maintenance of spreadsheets. 	Essential	A, I
Skills and Abilities		
<ul style="list-style-type: none"> Advise on current agri-environment schemes in England and Wales, and other emerging schemes and programmes 	Essential	A, I
<ul style="list-style-type: none"> Apply knowledge of rural issues, farming challenges and Protected Landscape management 	Essential	A, I
<ul style="list-style-type: none"> Operate within strict financial and policy criteria 	Essential	A, I



Requirements	Essential or Desirable	Identified by A – Application I – Interview
• Be imaginative and innovative	Essential	A, I
• Work effectively alone and as part of a small team	Essential	A, I
• Prioritise and manage personal caseload effectively	Essential	A, I
• Demonstrate considerable tact and ability to form good working relationships, and negotiate, with farmers, land managers, landowners, colleagues and external agencies	Essential	A, I
• Use computer based spreadsheets and reporting packages	Essential	A, I
• Welsh language skills	Desirable	A
• Ability to travel with exclusive use of a vehicle.	Essential	A, I
• Commitment to abide by the Council's ethos of equality and inclusion	Essential	A, I

All council staff have a duty to promote the welfare of children, young people, and adults with care and support needs at risk of abuse and neglect who cannot take steps to protect themselves. Ensuring you attend mandated safeguarding children and safeguarding adults training to enable you to recognise the concerning behavior, know how to talk about it, and consent/duty to share information effectively. You will also learn about the legalities and procedures the social care staff can take.





The council's THRIVE core values are our guiding principles and beliefs that shape our culture and behaviour within the council. They help us to achieve our Council Plan vision "do our best for Herefordshire" acting as our DNA and the "way that we do things around here". We expect all colleagues to act as a role model by living our values and setting an example for others. Our values strive to promote a thriving workforce by fostering a culture of trust, being honest and responsible, inclusive, valuing people and resources and leading with empathy.

Trust - Developing and maintaining relationships based on a culture of transparency and open communication. Supported by integrity and the confidence that you are reliable and fulfil commitments.

Honesty - Demonstrating truthfulness, integrity, and transparency in all communications, decisions, and relationships. Being trustworthy, reliable, and accountable for your actions. Acting with sincerity and fairness, even in challenging situations.

Responsibility - Taking ownership of individual and collective actions, decisions, and delivering on commitments. Being reliable, fulfilling obligations and being accountable for outcomes and results. Proactively contributing to the achievement of your own, the team and council goals.

Inclusivity - Embracing diversity, equity and inclusion by recognising and valuing the unique perspectives, backgrounds and experiences of our staff, customers and residents. Creating an environment where every individual is valued, respected and can belong.

Value - Upholding high standards, ethics and integrity to guide our actions and decisions. Demonstrating commitment to creating and delivering value in our work by recognising and appreciating each other, our resources, processes, customers, community and environment.

Empathy - Demonstrating a genuine and caring understanding of others' feelings, perspectives, and experiences. Listening attentively, acting with compassion, supporting with respect and kindness and considering the impact of our actions on others.

