



Promoting environmentally responsible farming

Event Manager

About LEAF: LEAF (Linking Environment And Farming) develop and promotes environmentally responsible farming. We support farmers to produce good food, with care and to high environmental standards, identified in-store by the LEAF Marque logo. We build public understanding and trust of food and farming in a number of ways, including Open Farm Sunday, Let nature feed your senses and visits to our national network of Demonstration Farms.

Vacancy: **Event Manager**

Vacancy Type: Permanent

Reporting to: Chief Executive

Functional Area: Demonstration & Communication

Location: Stoneleigh Park, Warwickshire

Role Overview: You will be responsible for developing promoting and managing LEAF's flagship Open Farm Sunday for 2011 and beyond. As well as building relationships with farmers and corporate sponsors for this national open farm day, other areas of responsibility will include the organisation of conferences, farmer training events and LEAF's presence at shows. An excellent communicator and organiser, you will need to be educated to degree level or equivalent with proven experience.

Role Purpose:

- To manage and co-ordinate all activities relating to Open Farm Sunday
- Organisation and co-ordination of various LEAF events i.e. conferences
- Organisation and diary management of LEAF's presence at shows, events
- Joint organisation and co-ordination of farmer training events
- To be committed to the core objectives of LEAF and involved in their delivery

Responsibilities:

- Management and implementation of Open Farm Sunday
- Co-ordination of other LEAF events, including Presidents Event, Lessons Learnt, LEAF farming training, College training etc
- Liaising with farmers, corporate representatives and researchers in the organisation of events
- Working to develop the marketing campaign to raise public awareness of events
- Generating PR campaigns to raise profile of events
- Raising funding and sponsorship for events from corporate members and industry contacts
- Building relationships with corporate sponsors and supporters

- Generating new event ideas and fund raising opportunities
- Providing regular reports and financial statements on progress
- Supporting LEAF's Demonstration Network activities
- Building up show stands and attending shows & events on behalf of LEAF
- Work closely with the rest of the LEAF team for advice and direction

Requirements:

Required Knowledge & Experience:

- Proven event experience
- Educated to degree level or equivalent
- Computer literacy across Microsoft Office
- Excellent record keeping and basic accountancy knowledge
- An interest and basic knowledge in food, farming and the environment
- Previous experience working within the farming community is desirable but not essential
- Marketing, PR skills are desirable but not essential

Personal & Professional Capabilities:

- Proactive and self managing
- Attention to detail
- Ability to work both independently and in teams
- Planning and organisation skills
- Excellent communication skills, both written and spoken
- Creative and problem-solving nature
- Practical and hands on

Leadership Capabilities:

- Confident giving presentations and talks
- Communicates inspirationally

Salary :

The salary is in the region of £22,000 - £28,000, depending on experience, alongside a favourable benefits package.

- Hours are 37.5 per week Monday to Friday, with occasional weekend work and overnight stays.
- The role is office based at Stoneleigh Park in Warwickshire.
- Travel across the UK will be expected.

www.leafuk.org

