**Job Profile:** Knowledge Exchange Manager  
**Function:** Beef & Lamb KE  
**Band:** E  
**Reports To:** Head of Knowledge Exchange – Clive Brown

**Banding descriptor:** Senior experts or leaders, roles with experience to lead resources, lead the formulation and implementation of project and policy and in some areas, people. With or without budgetary responsibility and line management responsibility  
**Contribution to Corporate Business Plan:** Leading and Contributing

**Role purpose:**  
To be responsible for the effective execution of elements of the technical and knowledge exchange business plan. Providing a high level of stakeholder engagement and facilitation skills within a given region to beef and lamb levy payers. Contributing to a world class knowledge and information delivery service to English beef and lamb farmers. Deliver to key operational and business plan targets in support of the Sector and or AHDB corporate plan.

**Key Responsibilities:**

- Contribute to the overall team and deliver activities covering Knowledge Translation (KT) and Knowledge Exchange (KE) within a sector ensuring that sector expertise and engagement is maintained and enhanced as much as possible.
- Where requested provide operational and line management of designated staff in the KE sector team.
- Ensure the delivery of high quality effective KE services available to all levy payers in England.
- Deliver projects and KE within the budget allocated, provide accurate and appropriate reporting information to the sector Senior Manager KE and Head of KE as required.
- Monitor and report the KPI’s for KE activity within a specified area.
- With other managers put in place processes to evaluate the effectiveness of KE and KT activity so that specified Sector outcomes are delivered. Provide reporting on these to the Senior Manager KE as required.
- Contribute to reviews of knowledge transfer/stakeholder communication activities, products and services and recommend actions to enhance effectiveness where appropriate.
- Link with Technical and KT functions within the sector KE team.
- Provide levy payer feedback to the wider KE and research function which will contribute to the delivery of sector priorities and KE requirements.
- Follow AHDB guidelines to deliver effective engagement with levy payers and stakeholders for a given sector.
- Liaise with sector KE team colleagues to ensure Knowledge exchange materials are proactively and positively delivered to levy payers and stakeholders for a given sector.
- Proactively embrace cross sector working opportunities to ensure efficiencies and sharing of best practice are delivered.
- Contribute to feedback mechanisms from levy payer facing activity to inform AHDB technical priorities and strategy.
- Communicate the benefits of AHDB work clearly to the industry, liaising across the sector team and AHDB as appropriate.
- Be a point of contact for the sector with internal and external stakeholders / professionals for matters relating to the KE activity for the region.
- Support the sector Senior Manager KE with an understanding of the industry landscape and its technical challenges.
- Where directed by the Senior Manager KE provide industry representation E.G to Defra committees.
- Where directed by the Senior Manager KE contribute to stakeholder / supply chain engagement on technical issues at a national level and to regional activity with stakeholders via the knowledge exchange teams.
- Develop and maintain relationships with a wide range of internal and external technical / knowledge transfer and associated stakeholders / professionals.
- Take an active and constructive role in Sector KE management and wider AHDB staff meetings as appropriate.
• Write and deliver KE information to promote sector and AHDB products and services.
• Contribute to the development of the Sector/AHDB business plan.

Additional Job Specific Responsibilities:

A role that requires extensive travel requirements across England and overseas where appropriate:
• Lead the development and delivery in a range of KE campaigns, projects and initiatives, being the first line of contact for levy payers and stakeholders.
• Understand the AHDB Strategy, Inspiring Success 2017-20, and communicate the Beef & Lamb priorities to key stakeholders and levy payers.
• Build good internal relationships with other AHDB teams, in order to bridge the gap between the expertise within AHDB and our levy payers and stakeholders (including all trade associations).
• Contribute in drafting the stakeholder coms business plan, and then help deliver that plan.
• Establish and maintain contact with national key account(s), and key English stakeholders (NFU/NSA/NBA/Auctions) developing opportunities to work with them to engage beef and sheep farmers in KE activities.
• Manage specific projects and outsourced work, ensuring targets are met, resources/budgets are cost effectively allocated and divisional objectives are achieved.
• Cover for senior staff members on specified activities.
• Establish and maintain contact with the industry through participation in meetings/events/open days as required.
• Continually improve professional/technical expertise by reading, undertaking training and gaining direct experience to continue to deliver and facilitate work with other colleagues and industry.
• Use business analysis/insights, levy data and personal contact to maintain knowledge/understanding of levy payer/stakeholder/industry interests/issues, and provide strategic and tactical recommendations to line managers and colleagues on present and future needs, opportunities and priorities.
• Develop and manage relationships with internal and external KE stakeholders including allied industry groups, researchers, media and sector opinion formers.
• Contribute to reviews of specific KE stakeholder communication activities, products and services and recommend actions to enhance effectiveness where appropriate.
• Participate in evaluating/improving the delivery, uptake, impact and value of KE services.
• Ensure divisional/cross-divisional KE activities comply with EU and UK legislation, including the regulations governing state aid.
• Actively participate in actions that foster a collaborative culture within the team and the AHDB corporate vision.

Delegated Authority:
• Routinely cover for line manager on specified activities.
• Budgetary responsibility in line with AHDB Standing Instructions, with responsibility to manage the KE expenditure budget for a designated region/KE campaign.

Person Specification – Knowledge/Skills/Experience:
• Experience of developing innovative and effective KE approaches.
• Practical experience of facilitating and delivering KE activities at farmer meetings and high profile conferences.
• A skilled communicator able to speak with authority.
• May have a higher level professional and or technical qualification in knowledge exchange.
• Will have relevant farming industry experience and can demonstrate detailed knowledge of livestock farming.
• Can demonstrate a desire and willingness to actively develop own skills and knowledge.
• Experience of working in a team situation.
• Results driven individual, with experience of achieving operational targets.
• Experienced at closely monitoring and managing budget expenditure.
- Excellent project management capabilities
- Confident to work with and lead industry partners from across the sector.
- A team player with the ability to respond to the needs of colleagues across the KE team and AHDB B&L.

Performance Competencies are available on the next page.

Performance Competencies
(Please note that these are under review for the 2014/15 PDR round)

<table>
<thead>
<tr>
<th>Performance Competencies</th>
<th>Description</th>
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<tbody>
<tr>
<td>Operational performance</td>
<td>The ability to perform operationally in the job: to plan, execute, and deliver results; to solve and anticipate operational problems.</td>
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<td>Team player</td>
<td>The ability to build a collaborative environment: helping colleagues, sharing knowledge, building networks and partaking in cross sector working.</td>
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<td>Planning and organising</td>
<td>Displays organising and prioritising skills to establish plans for self and others, is able to manage, co-ordinate and take part in working with others on cross-functional projects.</td>
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<td>Creating and inspiring commitment</td>
<td>Has a high degree of credibility with all staff, uses a broad range of expertise to define what is expected and is able to communicate and share the vision so staff are motivated to follow the goals and aspirations of the organization.</td>
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<td>People leadership</td>
<td>The ability to lead and develop people: providing context, meaning and support by communicating, challenging, empowering and coaching people.</td>
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<td>Strategic leadership</td>
<td>The ability to perform on strategic dimensions in the job: to pro-actively identify and capture opportunities through awareness, sound judgment, initiative and risk taking.</td>
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<tr>
<td>Influencing and negotiation</td>
<td>Identifies and uses a variety of techniques, being aware of own impact on others. Alters own behaviour to implement change through a reasoned and respectful process. Arrives at constructive solutions whilst maintaining positive relationships. Is able to stand firm on issues and deal openly with interpersonal problems without alienating others.</td>
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<td>Response to change</td>
<td>Recognises the need for personal and organisational change and adapts strategies, actions and values in response to changing personal and business conditions. Implements different ways of managing self and others to achieve desired result.</td>
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