

Lorna Young Foundation

Farmer Radio Development Manager - Community Farmer Radio (International)

Part time – 3 days per week (flexible attitude required)

Temporary contract - 12 months initially (may extend). (Probation 3 months)

**Home based, ideally Greater London, with travel centred mainly around
London (sometimes Yorkshire, potentially international)**

£30,000-35,000 FTE - £18,000-£21,000 pro rata, dependent on experience.

Circa £30k-35k FTE - pro rata, dependent on experience

We also welcome applications from candidates who would prefer to undertake the role as a self-employed consultant on the basis of fees commensurate with this salary.

Initial Fixed term post, 12 months, may be extended.

A unique opportunity for a person with the right mix of enthusiasm, vision relationship building skills to promote and develop our exciting and highly innovative 'open source' Community Farmer Radio initiative to potential funders, supporters and delivery partners across the private and not-for-profit sectors.

This initiative intends to be a game-changer in empowering participatory farmer radio, which enables farmers to leverage more value out of supply chains and tackle challenges. To date, we have undertaken individual farmer radio projects across Africa, but the intention is to move away from frontline delivery and facilitate scale-up. We want to make our Community Farmer Radio model available globally on an 'open source', free of charge basis to any organisation that can use it to build a better future for farmer communities in the developing world.

To drive this, the Development Manager will need to be an entrepreneurial self-starter who can secure funding, sponsorship and resources to help us take our ambitious concept to scale. The right person will be able to share and impart our passion for empowering farmer communities. Whether coming from a background in the private or NGO sectors, you will have at least a broad familiarity with international development issues and the ability to develop an understanding of the challenges, such as low prices and unfair trading conditions, poor market access and climate change that face farmer communities across the developing world.

The Development Manager will need the confidence and presentation/ interpersonal skills to make a strong pitch for our community farmer radio initiative; to convince those in influential positions that the programme provides a valuable solution to some of the challenges which not only affect farmers, but pose sustainability risks to actors all along the supply chain (including businesses and brands dependent on major commodities such as coffee and cocoa.) The successful candidate will be able to develop pitches to a wide range of potential funders, private donors, corporate sponsors and partners. They will need to identify potential benefits and shared strategic alignment, make tailored approaches and engage potential stakeholders in discussing exciting possibilities with us.

Context for this post:

The initiative has launched out of our long and deep experience in developing and running Farmer Radio projects in sub-Saharan Africa. Over the last 8 years, these have

reached hundreds of thousands of coffee, tea and cocoa farmers in Kenya, Tanzania, DRC, Ghana and Burkina Faso, giving them access to news and information about issues such as markets, agricultural good practice, new plant varieties, governance and mitigating the impacts of climate change on their crops. As a direct result, farmers feel better able to deal with the effects of climate-change, more able to support their families to attend school and more positive about farming as a livelihood choice rather than last option. For many farmers, easy access to crucial information via radio has made a huge difference. We have been particularly effective at reaching women farmers and our programme has expanded to incorporate other commodities and crops.

Feedback on this initiative has been overwhelmingly positive, with measurable crop yield and quality improvements.

We have an incredibly valuable wealth of experience, methodology and tools and are widely respected for our ground-breaking programmes, which have significant impact on the poorest farming communities in the world. The time is now right for us to move away from individual project delivery and instead focus our effort on scaling up this impact. Our 'open source' global Community Farmer Radio initiative is how we will make this happen.

The LYF team:

The successful candidate will work alongside a small, remote, home-working team, made up of our International Programme Manager, (part-time), and our farmer radio consultant, who is responsible for delivering our current live farmer radio project in Ghana and Burkina Faso. The team will liaise by phone, Skype, email etc. with regular team meetings online and face to face as needed and practical.

The Development Manager will report to a named Director and present to the Board of Trustees at Board Meetings, (approximately quarterly), online or in person as needed and practical.

Key responsibilities:

- **Developing and pursuing an ambitious fundraising programme and securing funding** from corporate sponsors, individual donors, foundations and other grant-giving bodies; both building on fundraising on work already started by the LYF team and developing new, highly targeted leads.
- **Investigating and developing partnership opportunities** with organisations and companies that may be able to offer pro bono or low-cost support in specialist areas e.g. legal, intellectual property, online platform development, software or hardware, branding etc.
- **Developing communications materials**, (e.g. presentations, impactful case studies, film), that will support the fundraising and partnership engagement strategy, working with creative experts and overseas communities that have already implemented Farmer Radio, as needed.
- **Further scoping the brief for the online platform** for 'open source' Community Farmer Radio, including developing networks and relationships that could support us with specialist advice as necessary.
- **Further developing the initial suite of resources and tools** that will be made available on the open source platform, building on work underway by the LYF team and engaging, briefing and managing external experts as needed, (e.g. writers, translators, designers).
- **Further developing the business plan** for the initiative, developing the budget and plan already scoped by the LYF team on the basis of future funding and partnerships secured.

- **Maintaining engagement with the Board of Trustees** on the development of the initiative; reporting to them at Board Meetings, (approx. quarterly), and through dissemination of regular, (e.g. monthly), informal written updates, providing opportunities for them to input ideas, inform strategy and continue to act as advocates for the initiative in their own networks.

Person Specification

Ideal Skills:

- Strong organisational skills
- The ability to work unaided with limited supervision and as part of a remote team and be a highly organised, motivated individual
- Excellent oral communication and writing skills with the ability to articulate messages clearly and concisely in an engaging style consistent with LYF's values
- The ability to prioritise, work under pressure and deliver against set targets to agreed deadlines
- Thoroughness, accuracy and attention to detail
- The ability to drive innovative and creative ideas from conception through to completion
- The ability to get things done
- Good time management skills and experience of planning and prioritising heavy workloads
- Understanding of operational detail to ensure that ideas can be practically implemented within timescales and budgets
- A high level of IT literacy
- Good interpersonal and 'brokerage' skills such as negotiation, persuasion, flexibility and problem solving
- Excellent partnership-building and networking skills, ideally with networks of funders and partners which you can bring to this role.

Ideal Experience:

- Experience of fundraising, corporate sponsorship and/or working with grant-giving organisations - with track record of success in securing new income
- Experience of working in or with the charity sector
- Awareness and understanding of the challenges facing small farmers in developing countries
- Experience of building and maintaining good relationships with stakeholders
- Experience of strategic and business planning
- Good financial planning skills

Closing date: Friday 23rd February at 5.00pm

To apply:

Please provide your CV (max 3 pages) and a supporting statement (max 2 pages) outlining why you would value this opportunity and what you feel you can bring to the role. Please send these two documents to: projectmanager@lyf.org.uk

Please note: we will only accept applications that include both an up to date CV and a supporting statement/cover letter. Evidence of higher qualifications must be supplied on request.

Interviews:

First Round interviews with shortlisted candidates will be via telephone/Skype, with members of the LYF Board and Executive. Candidates successful in the first round interview will be invited to attend a face to face interview, most likely in London.

For further information on the Lorna Young Foundation:

Please go to www.lyf.org.uk

To directly access our prospectus on the open source community farmer radio initiative, go to:

www.lyf.org.uk/2017/10/lyf-launches-open-source-farmer-radio/