



## **Job Description**

### **1. Job Title**

Chief Executive

### **2. Reports To**

UFU board

### **3. Purpose**

To provide leadership and management of the operation to deliver the organisation's mission, ensuring effective governance and high-impact member services. The Chief Executive is accountable for strategic direction, financial health, stakeholder engagement, and day-to-day management with ultimate responsibility for delivering measurable value to members. The role requires adaptability to navigate dynamic sector and business challenges while driving continuous improvement across the organisation.

### **4. Key Accountabilities**

Senior Management Team (SMT)

### **5. Key Responsibilities**

#### **Strategic Leadership**

Develop and implement the organisation's strategic plan in collaboration with the Board, ensuring alignment with member needs.

Support the development and execution of the organisation's structure, ensuring alignment with member priorities and sector-wide impact.

Lead annual risk assessments, budget planning, and operational delivery to achieve organisational goals.

This role requires regular on-site presence, engaging with teams, and driving organisational priorities with visible, in-person leadership as the standard.

#### **Governance & Compliance**

On behalf of the President, organises and facilitates Board, Executive, and General meetings.

Ensure transparent decision-making and compliance with governance standards across the organisations committee structure.

Oversee the preparation of the Annual Report and audited financial statements.



### **Operational & Financial Management**

Direct the SMT to execute strategic priorities, monitor performance, and drive accountability.

Manage resources and authorise expenditure to maximise operational efficiency and financial sustainability.

Lead the development and implementation of income generation, including commercial partnerships, grants, and member services, to maintain and diversify revenue streams and ensure long-term financial resilience.

Provide executive leadership for all major projects, ensuring delivery aligns with strategic objectives, timelines, and budgetary constraints.

### **Stakeholder & Sector Influence**

Coordinate lobbying efforts with the Office Bearer team and Policy & Communications Director, leveraging strategic relationships with policymakers, government bodies, and industry stakeholders to advance the organisation's purpose.

Ensure seamless collaboration between the SMT and Office Bearers to unify advocacy messaging and maximise influence.

Build and maintain strategic partnerships with government bodies, industry stakeholders, and media to advance the organisation's purpose.

Represent the organisation at high-level forums, advocating for member interests and sector-wide collaboration.

### **Member Services & Growth**

Innovate and monitor membership services, ensuring value delivery and retention.

Oversee initiatives to develop membership and enhance engagement.

### **Team Development**

Mentor and develop the SMT, promoting leadership capability and cross-functional collaboration.

Lead a culture of continuous learning and excellence by overseeing organisation-wide performance reviews, identifying and implementing training needs for the Senior Management Team (SMT), and embedding Continuous Professional Development (CPD) across all leadership levels.

Promote a positive and collaborative culture throughout the organisation, championing excellence, innovation, and accountability in a supportive environment with a strong focus on learning and development.

To undertake any other duties in order to meet personal, team and organisational objectives.

## 6. Skills and Knowledge

	Essential	Desirable
<b>Education / Training / Qualifications</b>	Third-level qualification in business management, agriculture, or related discipline and/or 10 years relevant experience senior leadership.	Degree in agriculture, business management, or related field.  Governance certification.
<b>Experience / Background / Knowledge</b>	Financial management, commercial and HR background.  Strong commercial acumen with P&L accountability.	Track record in membership growth/engagement strategies.  Public relations/media engagement experience.  Experience leading organisational change initiatives.
<b>Skills and Competencies</b>	Exceptional strategic planning and operational execution abilities.  Superior communication (written, oral, presentation) across all levels.  Advanced project/financial management and team leadership skills.	Political acumen to navigate complex stakeholder landscapes.  Social media awareness.
<b>Attributes</b>	Unquestionable integrity and ethical standards.  Resilient, adaptable leadership style.  Passionate advocate for agricultural communities.	
<b>Other</b>	Willingness to travel extensively where required.  Full driving licence.	

## 7. Other Requirements

Regular national travel & occasional international travel and representation of the organisation, including attendance at evening meetings and events outside standard hours, is required. The role demands flexibility to respond to emerging issues as they arise including outside regular hours.