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| **Job Description / Person Specification** |

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| **Job Title: AGRICULTURAL MARKET ANALYST**  |
| **Location: LMC HEADQUARTERS** |
| **Reports to:** **SENIOR MARKET ANALYST** |
| **Post Holder: F/T PERMANENT** | **Date:** **NOVEMBER 2021** |
|  **1.Job Purpose** LMC is seeking to recruit a high calibre individual to the role of Agricultural Market Analyst. Reporting to the Senior Market Analyst the successful individual must be a competent and contributory member of LMC’s Market Information Team. The Agricultural Market Analyst will be responsible for gathering market intelligence, assimilating and analysing that information and communicating market information, trends and analysis back to the industry. They will provide ongoing market information updates to industry through LMC’s regular publications, including the weekly LMC Bulletin. They will also have responsibility to provide market updates through the media and press.  |
| **2. Proposed Line Management Chart**  |

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| **3. Key Responsibilities** |
| **STRATEGIC*** To contribute to the development and implementation of LMC Strategic Plans & Business Plans
* To contribute to the ongoing development and implementation of market analysis projects and other routine activities.

**MANAGEMENT*** To assist with the management of specific projects ensuring key objectives are achieved
* To identify and advance LMC technical projects in support of Northern Ireland red meat marketing activities in conjunction with LMC stakeholders
* To further develop technical and market information services
* To help manage the production of various market information publications including:
	+ LMC Bulletin
	+ LMC Text Messages
	+ LMC Website Content
	+ Ad-Hoc Reports for Stakeholders
* To undertake, procure, and interpret research into market opportunities focusing particularly on specification of products, opportunities (at a general level) and channels to market and communicating this information to relevant stakeholders
* To make best use of available global trading information on the values and volumes of red meat traded on international markets
* To develop systems to ensure that essential technical information about the unique benefits of NI beef and lamb are disseminated to those involved in promoting it in domestic and export markets
* To undertake analysis of industry trends and market developments.
* To act as a spokesperson for LMC on economic issues when required through radio interviews, the press and other media.
* To promote a non-discriminatory and equitable work environment.
* To maintain professional and contributory relationships with other members of LMC’s staff.

**REPRESENTATIVE*** To engage with government departments and agencies (e.g. DAERA and InvestNI) other levy bodies (eg AHDB, Bord Bia, QMS, HCC), Colleges and research establishments and other relevant organisations in order to understand their work relating to the beef & sheep meat sector and where relevant to complement those activities.
* To participate in agricultural events, shows and meetings of various stakeholder groupings, to understand their views and to discuss LMC strategies.
* To be a spokesperson for LMC, including preparing and presenting the merits of the Northern Ireland beef and sheep meat industry to customers and potential customers, liaising with those involved in developing export markets and undertaking broadcasts, interviews and writing press articles as required.
* To communicate the role of LMC and its activities to its levy payers.

**GENERAL*** To undertake such duties as may be required from time to time by the Senior Market Analyst.
* To deputise for the Senior Market Analyst when requested to do so
* To prepare and make presentations to the various stakeholder groupings as required.
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| **4. Planning and Organising**Given the nature of the role, it is of critical importance that the job holder manages time effectively to meet the objectives of the role. Excellent time management skills will be important. Considerable self-motivation and a confident yet flexible approach will be needed to ensure that Market Information Services develop in line with industry and customer expectations. |
| **5. Decision Making**To make decisions in regard to the listed areas of key responsibilities, seeking direction from the, Senior Market Analyst, Marketing & Communications Manager, Industry Development Manager or other Senior Staff where necessary.To participate in the wider decision making of LMC as required. |
| **6. Internal and External Relationships**Internal:- Members of the Board, Managers, Professional, Clerical and other staffExternal:- * Producers and producer representative bodies (Ulster Farmers Union (UFU), N. Ireland Agricultural Producers Association (NIAPA), National Beef Association (NBA), National Sheep Association (NSA), Farmers For Action (FFA)
* Red Meat Processors and their representative body (NIMEA)
* Department of Agriculture, Environment and Rural Affairs (DAERA) and Invest Northern Ireland
* Universities, Colleges and Research Establishments (QUB, UU, CAFRE, AFBI)
* Agriculture and Horticulture Development Board (AHDB) in GB, Meat Promotion Wales (HCC), Quality Meat Scotland (QMS)
* Bord Bia and Department of Agriculture Food & the Marine in ROI
* European Commission

***NOTE: This list is not exhaustive and is for indicative purposes only*** |
| **7. Knowledge, Skills and Experience Needed****Essential Criteria*** Minimum 2nd Class Honours degree in business / marketing / agriculture or other relevant discipline
* Post-qualification experience working in the agri-food industry
* Excellent verbal and written communication and presentation skills
* Excellent analytical skills, including a high level of competence and experience of using a range of computer packages.

**Desirable Criteria*** Knowledge of the beef and/or sheep meat industry
* Experience of dealing with the media including television and press.
* Experience of dealing with highly confidential information

**Personal Qualities*** Ability to make decisions, work on own initiative and accept responsibility.
* Diplomatic with good interpersonal and communication skills.
* Excellent written communication skills.
* Excellent time management.
* Attention to detail.
* Honest, trustworthy and reliable.
* Good health and attendance record.
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| **8. Environmental/ Physical Conditions*** Office-based at LMC HQ. (Flexible working arrangements can be considered within the scope of LMC’s Flexible Working Policy).
* Some travel within Northern Ireland and occasionally UK / Europe.
* Access required to a form of transport to enable you to discharge your duties
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| **9. Outline Terms & Conditions*** Full time (37.5 hrs per week)
* 20 days annual leave (rising with service) + 12 public and privilege leave days
* Defined benefit pension scheme
* Company sick pay scheme (after a qualifying period)
* Salary £31,137 to £32,800 (under review)
* Excellent training and personal development opportunities.
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