



Voluntary Initiative Chair

Main purpose of the role:

To promote the responsible use of pesticides through an IPM-based approach

Responsibilities:

- To champion the responsible use of pesticides and act as a brand ambassador for the VI
- To lead and develop VI strategy for the future, in conjunction with the VI Strategy Group
- To engage with Government Ministers and industry regulators to promote the aims of the Voluntary Initiative
- To chair VI Steering Group and VI Strategy Group meetings
- To engage with the agricultural and wider media, communicate and explain VI policy and messages to all stakeholders including policy makers and the public
- To sit as an Independent Director on the Board of the Voluntary Initiative Community Interest Company
- To direct and support the Operations Director on a regular basis

Key Competencies:

- A broad understanding of British agriculture and a passion to contribute to continued sustainable food and feed production
- A good understanding of the issues surrounding pesticide use and their impact on the environment
- Able to think strategically, to see the big picture and plan accordingly
- Be an excellent networker, with the ability to negotiate and influence at all levels of stakeholder engagement to achieve positive outcomes for the VI
- Experience of managing strategic change
- Have experience of communicating via various media outlets, written and spoken, with the ability to communicate effectively and persuasively with VI members and stakeholders to influence positive outcomes for the VI
- Be computer literate (email, word, power point)
- Experience of business and people management is essential, including experience of chairing groups effectively to deliver decisions and clear actions

The role will require a commitment of 3 days per month on average.

The Chairman will report to the VI sponsors

[Link to application details](#)

Nov 2020