



Voluntary Initiative Chair

Principal Purpose: To promote the responsible use of plant protection products (PPPs) through an Integrated Pest Management (IPM)-based approach

Main Duties:

- To champion the responsible use of PPPs 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 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 report their work and that of the VI Strategy Group to the Board of the Voluntary Initiative Community Interest Company
- To work with, direct and support the Operations Director on a monthly basis

Key Competencies:

- A broad understanding of British agriculture and a passion to contribute to continued sustainable food and feed production
- An awareness of the issues surrounding PPP use and the potential for pollution of water
- Able to think strategically, to see the big picture and plan accordingly
- Be an excellent networker, and can negotiate and influence at all levels of stakeholder engagement
- Experience of managing strategic change
- Have experience of communicating via various media outlets, written and spoken
- Be computer literate (email, word, power point)
- Experience of business and people management would also be advantageous

The role will require a commitment of approx. 3 days per month. Current remuneration is at a rate of £90 per hour plus expenses.