

THE ORGANIC RESEARCH CENTRE

OUTLINE JOB DESCRIPTION

JOB TITLE: LIVESTOCK RESEARCH COMMUNICATOR (G6)

RESPONSIBLE TO: PRINCIPAL LIVESTOCK RESEARCHER

RESPONSIBLE FOR: Interns if applicable, to be specified

GENERAL PRINCIPAL DUTIES:

To assist with livestock and sustainability assessment research, and in particular, the iSAGE (Innovation for Sustainable Sheep and Goat production in Europe) project.

To work with ORC research staff and others to collate and prepare information for publication in the form of briefing notes, factsheets, technical guides, bulletins, webpages, website news items, social media and press releases to a range of target audiences, including farmers and producers, food businesses, advisors, researchers and policy-makers.

To assist in the development of conferences, research workshops and other events.

SPECIFICALLY:

1. To work with the livestock programme contributing specifically but not exclusively, to the iSAGE project through
 - 1.1. Report writing, proof reading and editing
 - 1.2. Assisting with case studies examining the impact of innovations in the sheep and goat industries
 - 1.3. Assisting with development of an on-line practical decision-making resource
 - 1.4. Reviewing and summarising relevant literature
 - 1.5. Preparing practice abstracts to the agreed EIP-AGRI format
 - 1.6. Assisting with the development of future proposals and projects.

2. To develop a strong social media presence through
 - 2.1. Producing, editing and submitting content from the livestock research projects and the farm (text, graphics, video, documents) for the ORC website and social media and if applicable the iSAGE website.
 - 2.2. Developing a regular social media presence for the farm.

3. To contribute to the livestock programme and sustainability assessment research through
 - 3.1. Press releases highlighting research outcomes for media
 - 3.2. Contributions to monthly E-bulletins and quarterly bulletins highlighting news and events from the livestock and farm teams
 - 3.3. Articles summarising research results for ORC Bulletin and external publications (e.g. Organic Farming, Living Earth, Farmers Weekly etc.)
 - 3.4. Research outcome highlight summaries for Trustees, Patrons, Friends and donors.
4. To assist the development of events and new education/training initiatives (subject to funding) by
 - 4.1. Co-ordinating, with input from the senior management team, livestock and farm teams a livestock event to present the results of the iSAGE research programme, create awareness of the importance of livestock and to promote the role of livestock in farm systems
 - 4.2. Supporting the livestock team in developing programmes for project meetings/events
 - 4.3. Supporting the programme organisation for ORC open days and other public events.
5. Ensure that effective routes of communications are established and maintained with the Principal Researcher/Team Leader and other members of the team.
6. Attend Staff, Research, Information Services and Policy team and other meetings as required.
7. Represent ORC at meetings, conferences and shows as appropriate.
8. Undertake training to be able to continue meeting the requirements of this role and develop your potential as a member of ORC staff.
9. Provide other information and support or undertake other activities as required by the Director and Senior Management Team

Personal Specification

Attribute	Essential	Desirable	How identified/ assessed*
Qualifications			
BSc (2:1+) in agriculture, biology or related subject	X		AP
Advanced studies in research communications, agriculture, livestock science, biology or related subjects.		X	AP
Experience			
Breadth/depth of knowledge of livestock production, organic, sustainability assessment, agroecological farming in a research context	X		AP/I/P/R
Producing publications for a range of technical and non-technical target audiences.	X		AP/I
Scientific research, research communication and/or science/technical journalism background		X	AP/I
Social media (Twitter, Facebook, Instagram)	X		AP/I
Knowledge of sustainable farming in a research or technical context		X	AP/I
Event management		X	
Skills			
Good familiarity with MS Office Suite (Excel, Word)	X		AP/I/R
Excellent written communication and editing skills.	X		AP/I/R
Good oral communication skills	X		AP/I/R
Ability to understand and integrate a range of related scientific disciplines	X		AP/I/R
Good communication skills both written and oral, in a variety of styles	X		AP/I/R
Familiarity with publishing software (Publisher, InDesign)		X	AP/I/R
Video production		X	
Personal qualities			
Independent, proactive and positive attitude.	X		AP/I/R
Methodical and task-oriented approach to work	X		AP/I/R
Enthusiastic and flexible	X		AP/I/R
Additional attributes			
Clean driving license	X		AP/I
Willingness to travel in the UK	X		AP/I
Willingness to work additional hours at peak times.	X		AP/I

ACTIVITIES	GENERIC ROLE REQUIREMENTS
1 Communication	<p>Write up research work for publication.</p> <p>Deal with routine communication using a range of media.</p> <p>Communicate complex information, orally, in writing and electronically.</p> <p>Preparing proposals and applications to external bodies, e.g. for funding and contractual purposes.</p> <p>Communicate material of a specialist or highly technical nature.</p>
2 Teamwork and motivation	<p>Work with colleagues on joint projects, as required.</p> <p>Collaborate with colleagues on areas of shared research and knowledge transfer interest.</p> <p>Attend and contribute to relevant meetings.</p>
3 Liaison and networking	<p>Liase with colleagues, students/interns, co-operating producers/research partners and others.</p> <p>Build internal contacts and participate in internal networks for the exchange of information and to form relationships for future collaboration.</p> <p>Build external contacts and join external networks to share information and identify potential sources of funds.</p>
4 Service delivery	<p>Contribute to the production of research bids, aimed at meeting the funders' requirements.</p>
5 Decision making	<p>Make decisions on matters affecting own research projects.</p> <p>Contribute to collaborative decision making with colleagues in areas of research.</p>
6 Planning and organising resources	<p>Manage own research and administrative activities, with guidance.</p> <p>Use research resources, laboratories and workshops as appropriate.</p> <p>Plan and manage own research activity in collaboration with others.</p>
7 Initiative and problem solving	<p>Deal with standard problems and help colleagues resolve their concerns about progress in research.</p> <p>Resolve problems of meeting research objectives and deadlines.</p> <p>Develop ideas for generating income and promoting research area.</p> <p>Develop ideas for application of research outcomes.</p>

8 Analysis and research	<p>Develop research objectives and proposals for own or joint research.</p> <p>Conduct individual and collaborative research projects.</p> <p>Use new research techniques and methods.</p> <p>Use initiative and creativity to identify areas for research, develop new research methods and extend the research portfolio.</p>
9 Sensory and physical demands	<p>Sensory and physical demands will vary from relatively light to a high level depending on the discipline and the type of work</p> <p>Carry out tasks that require the learning of certain skills.</p>
10 Work environment	<p>Balance with help the competing pressures of research and administrative demands and deadlines.</p> <p>It is required to be aware of the risks in the work environment and their potential impact on their own work and that of others.</p>
11 Pastoral care and welfare	<p>Show consideration to others.</p>
12 Team development	<p>Carry out induction and provide support to new members of the team.</p>
13 Knowledge transfer/ learning support	<p>Contribute to the organisation and content of knowledge transfer events/ short courses relevant to areas of research activity and specialist knowledge.</p> <p>Be involved in the assessment of student/intern knowledge and supervision of projects.</p> <p>Assist in the development of student/intern research skills.</p>
14 Knowledge and experience	<p>Continually update knowledge and understanding in field or specialism.</p> <p>Translate knowledge of advances in the subject area into research activity.</p> <p>Possess sufficient breadth or depth of specialist knowledge in the discipline and of research methods and techniques to work within established research programmes.</p> <p>Engage in continuous professional development.</p> <p>Understand equal opportunity issues as they may impact on areas of research content.</p>