Business Development Advisor (Woodland Creation)

Location
The posts will be located across 4 Forest Services Areas. These locations are: AREA 1 - North West & West Midlands, AREA 2 - South East & London, AREA 3 - East & East Midlands and AREA 4 - Yorkshire & North East. Applicants can live anywhere within the area, with travel across the area and blended working. Applicants will be asked to specify their preferred area team, using the area team head office as a selection (Farnham, Brandon, Penrith or York). Please note you do NOT need to live near these offices nor will you be expected to work from them; they are indications of your area preference only. Please be aware that this role can only be worked in the UK and not overseas.

About the job
As part of the promotion and engagement project, this role will develop a pipeline of woodland proposals through identifying how woodland creation and management can meet land owners’ and managers’ objectives. You will work closely with a broad range of customers and stakeholders, and will have a sound understanding of land management and/or agriculture complemented by an understanding of forestry.

Job description
By joining this programme you will become part of a team of passionate, committed colleagues, and you will have the opportunity to build on a wealth of expertise to take this ambitious work forward. You will be able to make your mark by helping the Forestry Commission to revolutionise how we reach new audiences and influence the woodland creation agenda.

The Business Development Advisor will be responsible for identifying opportunities for woodland creation and management that meet land-owners’ and managers’ objectives, to create a pipeline of woodland creation proposals supporting tree planting ambitions.

KEY WORK AREAS

• Plan and prioritise engagement with landowners and managers based on Area plans and priorities, and relevant data available, working closely with Area colleagues.
• Meet landowners and managers to assess their business requirements, conduct whole holding or business audits, and identify woodland creation and management opportunities that meet the landowners’ objectives.
• Develop a local network with the forestry and land management sector, sharing skills and knowledge with advisors and those supporting land-use decisions.
• Approach and engage with local advisors/agents/stakeholder networks offering information on woodland creation.
• Attend events to talk directly to farmers/landowners engaging in proactive lead generation/targeting and to provide advice on woodland creation.
• Assist with the planning and delivery of local networking events and agricultural shows.
• Engage with existing and new customers and stakeholders to strengthen understanding and awareness of the woodland creation offer, building on established relationships with Area teams.
• Manage customer journey from initial engagement through to the point of proceeding with woodland creation project, liaising with the Woodland Creation Officer and Woodland Officer.
• Keep CRM system information up to date, following up on all leads and tracking prospective customers.
• Lead the programme agenda with the sector to facilitate accelerated woodland creation
• Collect and feedback intelligence to inform development or improvement of promotional tools, and to inform improvements to the woodland creation offer.
• Provide content input as subject matter expert.
• Maintain an understanding of current market trends and work with regional and national teams to address market challenges and opportunities.
We are open to part-time working, particularly when combined with farming or other land-based activity.

The role will report to the Regional Promotion Manager.

**PERSON SPECIFICATION**

**ESSENTIAL:**
- Agricultural/environmental degree or equivalent qualification/experience.
- Sound technical understanding of land management and/or agriculture, able to understand estate/farm business objectives and current landscape.
- Business planning skills with experience of advising on and designing land management proposals.
- Strong interpersonal and influencing skills.
- Experience of successfully building and maintaining relationships and networks.
- Highly organised and a proactive communicator.
- Team player, able to work effectively with colleagues.
- Competent with IT systems and Microsoft Office.

**DESIRABLE:**
- Working knowledge of forestry.
- FACTS and/or BASIS qualifications advantageous, and/or member of Royal Institute of Chartered Surveyors.
- Existing landowner/stakeholder networks.
- Experience in GIS software desirable, to support customer targeting based on spatial information.
- Membership of a relevant professional institute (e.g. Institute of Chartered Foresters); and
- Evidence of having undertaken appropriate management development training and supporting CPD.

Benefits

- A Civil Service pension
- A range of family friendly benefits
- An environment with flexible working options
- Learning and development tailored to your role
- A culture which promotes a diverse and inclusive work environment
- A range of wellbeing benefits including discounted Civil Service Healthcare, access to an Employee Assistance Programme 24/7, Bike to Work Scheme, plus many more.
- 25 days annual leave, rising to 30 after 5 years service, plus 10.5 bank holidays/privilege days (pro rata)
- Ability to buy or sell 2 days annual leave
- 3 days volunteering per year (pro rata)

Salary: £35,167 - £38,081
To apply, please visit [here](#).
Closing date: Apply before 11:55 pm on Monday 5th September 2022.