

Soil Association Job Description

Job title	Director, Healthy and Sustainable Diets
Reports to	Programmes Director, Soil Association
Location	Bristol or Edinburgh based with regular travel throughout the UK, working up to ten days a month away from home.
Department	Healthy and Sustainable Diets
Key relationships	Responsible for: <ul style="list-style-type: none"> 1. Head of Programmes, HSD 2. Head of Food, Scotland & co-director, Soil Association Scotland 3. Head of Business Development, HSD 4. Impact Manager + Dotted line to Head of Sustainable Catering, HSD
Job Purpose	Lead the successful development and delivery of the Soil Association's work to support a 10 year transition to healthy and sustainable diets for all in the UK.
Job Summary	
Key responsibilities	<p>Thematic strategy Accountable for the impact of the Soil Association's Healthy & Sustainable Diets work in contributing towards the SA mission and 2030 Strategic goals. Alongside the Programmes Director, play a key role in directing the overall strategic development of our Healthy & Sustainable Diets work, as well as our profile and brand with key stakeholders. Work closely with the Soil Association Policy and Strategy team to contribute to policy environments locally and nationally which support the extension of HSD programmes and their impact, and to bring voices "from the ground up" into our policy and advocacy work.</p> <p>Leadership Leading, motivating and directing a large, national, dispersed team of 50+, including a team based in Edinburgh. Line managing and leading a cross-functional team of Heads of and senior managers to generate and deliver a multi-component portfolio of programmes, schemes and services.</p> <p>Charity leadership As a key member of the Charity Leadership Team</p>

(CLT), contribute to the development of synergies between our different work themes and teams, across the whole Soil Association group, to maximise our 'holistic' USP, as well as contribute to running the organization.

Ambassador and external relations

Lead the relationships with the largest external commissioners and funders for HSD's work, and act as the point of escalation for all commissioners, funders, licensees and customers, capitalizing on existing relationships and identifying new ones.

Raise and maintain the profile of our programmes and schemes across the UK, acting as an ambassador and spokesperson for our Healthy & Sustainable Diets work, including playing a major role in public affairs and public speaking.

Represent Soil Association and contribute expertise in HSD-focused forums and alliances that support our strategic goals.

Product development and innovation

Working closely with the Head of Innovation and Innovation Team, ensure that HSD programmes, schemes and services are continually developed to meet customer and beneficiary needs in a changing world.

Income and funding

Develop and deliver appropriate earned income and funded (grant, statutory and/or philanthropic) work across the UK, with a strong emphasis on insight, innovation, service design, impact and advocacy opportunities.

Alongside the Fundraising Director, meet agreed income generation 1-year budgets and 3-year plans relating to HSD's full portfolio including commissions, consultancy and training, and all programmes funded by Trusts, statutory, corporate partnerships, and philanthropy.

Impact

Oversee how our HSD work develops and evidences its strategic and programmatic impact, ensuring that evidence of impact is accurate, relevant, compelling and continually developing. Line manage the HSD Impact Manager.

Programme delivery

Via the Head of Programmes, Head of Food, Scotland, and Head of Sustainable Catering, oversee the effective and efficient operational delivery of our HSD



	<p>programmes, schemes and services. Via the Head of Marketing and Comms, ensure that marketing and comms around our HSD portfolio helps deliver our work effectively, supports programme design and business development including income generation, and contributes to raising the profile of Soil Association and our HSD work.</p>
Qualifications	Educated to degree level or equivalent experience
Knowledge and experience	<ul style="list-style-type: none"> • Experience of leading and managing a senior team at 'Head of' and senior management level • Experienced relationship builder across multiple stakeholder types • Substantial programme/service portfolio management experience across complex range of programmes and sectors • Proven track record of securing relationships and income from public, private and charity sectors, with track record of delivering a £1m+ p.a. income portfolio. Bid/tender writing with demonstrable success rate. • Substantial experience of delivering and reporting in a multi-agency partnership, preferably in education, community development or public health. • Track record of successful product and service development, including earned income products, from initial concept to launch and beyond • Substantial experience working with public sector commissioners at director and senior level • Experienced and influential spokesperson, speaker and presenter • Proven experience of leading and managing a £500k+ p.a. cost budget • Experienced in organisational change and strategy • Ideally, solid knowledge of the food system and healthy & sustainable diets and/or children's diets • Full driving licence required.
Personal qualities and skills	<ul style="list-style-type: none"> • Strong leadership and line management skills and behaviours • Proactive and solutions focussed approach to work • Excellent relationship building and networking skills, for both internal and external audiences • Maintains a commercial outlook • Competent influencing and negotiating skills

	<ul style="list-style-type: none"> • Able to analyse business information/ data • Excellent communication skills, both verbal and written, with the ability to deliver professional presentations • Excellent IT skills including Word, Excel and PowerPoint
Contract type	Permanent
Band	A
Hours of work	30 - 37.5 hours per week Out of hours work expected, regular UK-wide travel and some time away from home and mobile working
Probationary period	6 months
Notice period	3 months
Holidays	27 days per annum plus bank holidays, increasing with length of service
Produced by	Ruth Galpine
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