



Job opportunity

FARMERS' UNION OF WALES - Regional Lead

Location: West Wales - Based in any of our West Wales offices.

Aberystwyth: Llys Amaeth, Plas Gogerddan, Aberystwyth, Ceredigion SY23 3BT

Carmarthen: Suite 10, 2nd Floor West, Ty Myrddin, Old Station Road, Carmarthen, Carmarthenshire SA31 1LP

Ceredigion: 21 Stryd Fawr, Lampeter, Ceredigion SA48 7BG

Pembrokeshire: Unit 4, Haverfordwest Business Centre, Merlins Court, Winch Lane, Haverfordwest SA61 1SB

Salary: £42,000

Contract: Full time, 35 hours

Deadline: 16th January 2026 - *we reserve the right to close this vacancy should a suitable applicant be found before this date*

For more information: email Caryl.Roberts@fuw.org.uk

To apply: Send your CV and cover letter to Caryl.Roberts@fuw.org.uk

Why Join the FUW?

The Farmers' Union of Wales is a respected and influential voice in Welsh agriculture, with a rich history and a dynamic future. By joining our team, you will become part of a grassroots organisation that has a direct impact on the lives of Welsh farmers and rural communities. You will work alongside passionate and dedicated colleagues, contributing to a cause that matters to us all. If you are looking for a role where you can make a real difference, we want to hear from you.

About the Role

As the Regional Manager for the Farmers' Union of Wales, you will take on a leadership role in overseeing and guiding a newly formed regional team, ensuring high standards of service delivery across West Wales. You will be responsible for developing and implementing a regional business plan aimed at driving membership growth and ensuring that services are provided promptly and efficiently. This includes managing administrative processes, such as membership queries and maintaining accurate records, while also overseeing the use of our CRM system (Zoho). Your leadership will ensure that the regional team operates effectively, with workloads shared fairly and team members supported in their roles.

A key part of your role will be collaborating with other regional and senior management teams. You will also represent the FUW on local committees and key stakeholder groups, fostering positive relationships with elected officials and external partners. By engaging with local groups such as National Park committees and Local Government taskforces, you will ensure that FUW's voice is heard and its objectives are being met in the region.

In addition to team management, you will prepare and present regular reports to the FUW Executive, highlighting regional successes and challenges, and working with the Head of Communications to publicise these outcomes. You will also collaborate closely with the Head of Policy to ensure timely updates on agricultural policy reach our members. You will have the sole responsibility for line managing the staff in your region, your oversight of the team's activities will ensure compliance with FUW's internal policies and procedures, while championing initiatives to improve team culture and performance. Your role will be integral in leading the team, developing the region, and contributing to the broader mission of FUW.

About you:

We are looking for a driven and proactive individual with proven experience in managing teams and delivering excellent service. Ideally, you will have a

background in agriculture, rural affairs, or a similar sector, but we welcome applications from strong leaders with transferable skills.

Essential:

- **Strong Organisational and Time Management Skills:** Ability to manage multiple priorities and oversee the effective functioning of the regional team.
- **Excellent Communication Skills:** You will need to articulate ideas clearly and build strong relationships with both internal and external stakeholders.
- **Leadership and Team Management:** Experience in managing teams, delegating tasks, and motivating others to achieve common goals.
- **Proficiency in Digital Tools:** Comfortable with Microsoft Office, CRM systems (preferably Zoho), and digital communication tools.
- **Professional and Approachable:** A friendly, solution-focused attitude when working with members and stakeholders.
- **Flexibility:** Willingness to travel across the region for key events, training, and meetings.

Desirable:

- **Knowledge or Interest in Welsh Agriculture:** A passion for or experience in the agricultural sector is highly desirable.
- **Welsh Language Skills:** Spoken and written Welsh is a strong advantage.
- **Experience in Grant Applications or Policy-Based Work:** Knowledge of agricultural policy and government schemes is beneficial.