

**Job Title:** External Affairs Lead – Wales

**Reports to:** Head of External Affairs

**Location:** Remote (With occasional attendance at our Oxford office)

**Hours:** 35 Hours

**Salary:** £48,000

---

**RABI is the farmers charity.**

RABI supports farming people across England, Wales and NI with expert, one-to-one practical, financial and emotional help, all year round. From confidential advice and mental health support to direct financial assistance, their tailored services respond to the unique challenges of farming life.

At the heart of RABI's mission is a commitment to strengthening resilience; helping farming people feel valued, supported and better equipped to navigate uncertainty and change. RABI is working to close the farming wellbeing gap and build a future where farming people can thrive.

Over the past 25 years alone, RABI has delivered almost £250 Million in direct financial support to the farming community, whilst the charity's professional counselling service has provided 11,500 free sessions to farming people since 2022. RABI's wrap-around support services continue to evolve, reaching more people year on year.

**RABI is on a journey to help shape a future farmers deserve.**

---

**ROLE OVERVIEW:** The External Affairs Lead (Wales) will play a key role in delivering RABI's strategic ambition to strengthen its voice and influence on behalf of farming people in Wales. Reporting to the Head of External Affairs, the role will lead RABI's external engagement across Wales, ensuring the organisation has a consistent, credible and proactive presence within the Welsh landscape.

As part of RABI's newly established External Affairs function, the postholder will build strong, trusted relationships with the Welsh Government, Senedd Members, officials, sector bodies and stakeholders across Wales. They will translate insight from RABI's services, research and the lived experience of farming people into compelling policy positions and influencing activity that supports improved outcomes for farming communities in Wales.

The role will help establish RABI as a respected partner within devolved policy debates, while protecting senior leadership capacity by leading day-to-day external engagement and advising on when senior-level involvement is required.

## **KEY RESPONSIBILITIES:**

### **Devolved Policy Influence and Advocacy**

- Lead RABI's external affairs and influencing activity in Wales, with a focus on devolved policy areas affecting farming communities, including rural affairs, health, welfare and sustainability.
- Develop and deliver evidence-based influencing strategies tailored to the Welsh political and policy environment and aligned with RABI's organisational priorities.
- Monitor and analyse Welsh Government and Senedd developments, identifying emerging risks, opportunities and priority areas for engagement.
- Represent RABI in discussions with Welsh Ministers, Senedd Members, officials, committees and relevant policy forums.

### **Stakeholder Engagement and Partnerships**

- Build, manage and sustain high-quality relationships with policymakers, government officials, farming unions, industry bodies, charities and other key stakeholders across Wales.
- Position RABI as a credible, trusted and constructive partner within the Welsh rural and farming policy landscape.
- Identify opportunities for collaboration, joint advocacy and partnership working that strengthen RABI's influence and reach in Wales.
- Represent RABI at external meetings, stakeholder forums and sector events across Wales.

### **Insight, Evidence and Policy Development**

- Translate insight from RABI's frontline services, research and data into compelling narratives and policy positions that reflect the lived experience of farming people in Wales.
- Draft and contribute to briefings, consultation responses, position papers and stakeholder materials tailored to Welsh policy audiences.
- Ensure learning and intelligence from external engagement in Wales is shared internally to inform organisational strategy, service development and communications.

### **Internal Collaboration and Leadership Support**

- Work closely with the Head of External Affairs to shape and deliver RABI's influencing strategy in Wales, ensuring alignment with RABI wide priorities where appropriate.
- Provide briefings, advice and political intelligence to the Chief Executive and Senior Leadership Team to support strategic engagement in Wales.

- Act as the primary point of contact for external engagement in Wales, reducing reliance on senior leaders for routine relationship management while escalating issues as needed.

#### **PERSON SPECIFICATION:**

The successful candidate will be an experienced external affairs or policy professional with a strong understanding of devolved governance and policymaking in Wales. They will be confident operating autonomously, with the credibility to engage senior policymakers and stakeholders, and the judgement to navigate complex and sensitive policy environments.

They will bring a collaborative, culturally aware approach, with an appreciation of bilingual working and the importance of language and place in Welsh public life.

#### **Essential:**

- Proven experience in external affairs, public affairs, policy or advocacy, ideally within a charity, membership organisation, public body or related sector.
- Strong understanding of devolved political and policy-making processes in Wales.
- Demonstrable experience of engaging and influencing policymakers, officials and sector stakeholders.
- Ability to translate complex evidence, data and lived experience into clear, persuasive policy messages.
- Excellent written and verbal communication skills, with confidence representing an organisation externally.
- Strong organisational skills, with the ability to manage competing priorities and work proactively.
- Alignment with RABI's mission and values and a commitment to improving outcomes for farming people in Wales.
- Welsh language skills, or a willingness to learn and work confidently in a bilingual (Welsh/English) environment.

#### **Desirable:**

- Experience working on agriculture, rural affairs, health, welfare or related policy areas in Wales.
- Established networks within Welsh Government, the Senedd or the wider Welsh rural policy community.
- Experience contributing to consultation responses, policy briefings or Senedd committee engagement.
- Experience of partnership development or collaborative advocacy.
- Experience working within a newly established or growing external affairs or policy function.

*This role profile is not exhaustive and is subject to review in conjunction with the postholder, as per future developments at RABI.*

***Early applications are encouraged for this position as shortlisting and interviews will take place on a rolling basis. We reserve the right to close this advertisement early if we receive a suitable application prior to the deadline.***

#### **BENEFITS:**

- 28 days annual leave plus bank holidays (based on full time working).



- Enrolment to Nest on commencement of employment and then opportunity to join RABI's group pension scheme with Standard Life where RABI make contributions equivalent to 10% of your basic salary, provided you make a personal contribution of 5%.
- Life assurance from day one.
- Access to our Employee Assistance Programme.
- On site parking.

*RABI is proud to be an equal opportunity employer. It aims to ensure that all employment practices secure equality of opportunity and that no prospective or current employee receives less than favourable treatment at RABI because of their sex, sexual orientation, age, race, religion, belief, ethnic origin, disability, marital, or for any other reason which cannot be shown to be justifiable. Our recruitment process is designed to ensure that individuals are selected based solely on their relevant skills, experience, qualifications and abilities.*