



Appointment to the Board of Bord Bia

Closing Date: Midnight on Monday 27th April, 2015

**State Boards Division
Public Appointments Service
Chapter House, 26 – 30 Abbey Street Upper, Dublin 1**

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State Boards.ie operates under the auspices of the Public Appointments Service and is committed to a policy of equal opportunity.

The Public Appointments Service (PAS), established under statute in 2004, provides an independent shared service in recruitment, assessment and selection to organisations across the Civil and Public Services. On 30 September 2014, the Government decided that PAS should also be given responsibility for putting in place an open, accessible, rigorous and transparent system to support Ministers in making appointments to State Boards. Our dedicated website, www.stateboards.ie, is the channel through which PAS advertises vacancies on State Boards. It is also the means through which accomplished, experienced and qualified people, including people who might not previously have been identified as available for appointment, can then apply to be considered for particular vacancies.

1. **Entity:** Bord Bia (Irish Food Board)
2. **Location:** Clanwilliam Court, Lower Mount Street, Dublin 2.
3. **Number of Vacancies:** 6 (six).
4. **Remuneration:** €11,970 per annum.
(It should be noted that in line with the “One Person One Salary” principle, no public servant will be entitled to receive remuneration in the form of board fees, save for situations that are statutorily provided for e.g. Worker Directors.)
5. **Time Requirements:** Circa 2-3 days per month.
(Including attendance at Board meetings of which there are normally 7 per annum and any Committee or Subsidiary Board Meetings which you may also be required to attend.

1. Background

The Department of Agriculture, Food and the Marine wishes to identify suitable candidates for consideration by the Minister for appointment as members of the Board of Bord Bia.

Expressions of interest are now sought from suitably qualified candidates for consideration as part of this process.

Bord Bia was established under An Bord Bia Act, 1994 and operates in accordance with the provisions of the Bord Bia Acts 1994 to 2004 and under the aegis of the Minister for Agriculture, Food and the Marine.

Additional information and updates on Bord Bia Activities can be obtained from www.bordbia.ie or online at www.facebook.com/bordbia or on twitter@bordbia

Link to Bord Bia Annual Report:

www.bordbia.ie/corporate/governance/reports/pages/annualreports.aspx

Links to legislative basis of Bord Bia:

An Bord Bia Act, 1994: www.irishstatutebook.ie/1994/en/act/pub/0022

An Bord Bia (Amendment) Act, 1995: www.irishstatutebook.ie/1995/en/act/pub/0020

An Bord Bia (Amendment) Act, 1996: www.irishstatutebook.ie/1996/en/act/pub/0021

An Bord Bia (Amendment) Act, 2004: www.irishstatutebook.ie/2004/en/act/pub/0014

2. Bord Bia Structure

The Bord Bia organisation comprises the Board, five Subsidiary Boards, the Chief Executive and the Executive, which provides a range of services to implement Board policy and programmes. The Board comprises a Chairman and fourteen ordinary members appointed by the Minister for Agriculture, Food and the Marine.

There are five Subsidiary Boards (Meat and Livestock, Consumer Foods, Dairy, Quality Assurance and Horticulture) each comprising a Chairman and twelve ordinary members, who are appointed by the Board with the consent of the Minister for Agriculture, Food and the Marine. The Chairman of each Subsidiary Board is a member of the Board. The main Board has also an Audit Committee, a Remuneration & Pensions Committee and also a Strategy Committee.

The main Board meets regularly and is responsible for the proper management of the organisation while also providing the appropriate balance of skills and experience to support the strategy of Bord Bia. It takes the major strategic decisions and retains full and effective control while allowing executive management sufficient flexibility to run the organisation efficiently and effectively within a centralised reporting framework.

The Board takes all significant strategic decisions. The following matters are reserved to the Board for decision:

1. *Significant acquisitions, disposals and retirement of assets of the State body or its subsidiaries; the schedule should specify clear quantitative thresholds for contracts above which Board approval is required;*
2. *Major investments and capital projects;*
3. *Delegated authority levels, treasury policy and risk management policies;*
4. *Approval of terms of major contracts;*
5. *Compliance with statutory and administrative requirements in relation to the approval of the number, grading, and conditions of appointment of all staff;*
6. *Approval of annual budgets and corporate plans;*
7. *Production of annual reports and accounts;*
8. *Appointment, remuneration and assessment of the performance of, and succession planning for, the Chief Executive; and*
9. *Significant amendments to the pension benefits of the Chief Executive and staff (subject to Ministerial approval).*

3. Role of Bord Bia

“The functions of the Board shall be to promote, assist and develop in any manner which the Board considers necessary or desirable the marketing of Irish food and livestock and the production, marketing and consumption of horticultural produce.” (An Bord Bia (Amendment) Act 2004).

The Mission Statement adopted by Bord Bia is **“To drive, through market insight and, in partnership with industry, the commercial success of a world class Irish food, drink and horticulture industry”**.

This is further articulated in **six strategic objectives**:

- 1. To actively contribute to the success and development of the Irish food and horticulture industry.*
- 2. To positively influence attitudes towards, and knowledge of, Irish food and horticulture among consumer and trade buyers in our target markets.*
- 3. To establish Bord Bia as the top-of-mind source for authoritative market research and analysis, providing a link between market opportunities and the Irish food and horticulture industry.*
- 4. To lead a collaborative approach to market development with the key agencies involved in serving Irish food and horticulture.*
- 5. To actively respond to significant market issues that affect the industry.*
- 6. To deliver value-for-money with expenditures.*

4. Vacancy Details

There are currently six vacancies on the Board of Board Bia.

Expressions of interest are now invited from applicants who consider that they possess the skills, knowledge and experience in relation to the agri-food, drink or horticulture industry to join the Board of Bord Bia.

As a member of the Board of Bord Bia you will have a key role in providing support for the future growth of the food, drink and horticulture industry and in providing direction to promote the marketing of Irish food, drink and horticulture at home and overseas.

It is expected that appointees, although actively involved in a particular sector, will demonstrate a willingness / ability to take an overall perspective, , to act and decide on issues in the best interest of Bord Bia and the food industry as a whole.

4a Person Specification

All candidates shall have -

- extensive *sectoral knowledge and experience gained over a number of years working in or with the agri-food, drink or horticulture industry with
- the ability to communicate clearly on strategic and business issues and
- knowledge or experience of consumer requirements.

In addition, candidates **should** be able to demonstrate that they can contribute experience or engagement in one of the areas outlined below to the Board of Bord Bia:

- 1) Senior executive level experience gained in a commercial organisation in marketing / promotions / communications
- 2) Significant experience in Strategy Development and Public Affairs at a senior executive level.
- 3) Extensive experience or involvement in one or more of the following - Entrepreneurship / Enterprise / Innovation / Nutrition.
- 4) Experience of agriculture or food production /processing
- 5) Extensive experience gained over a number of years, working at a senior level, specifically, in the Horticulture Sector, ideally with marketing and promotion experience.

In addition, it is **desirable** that candidates will have some experience in one or more of the following areas:

- Communications, marketing and Media / PR
- Corporate Governance and Compliance
- Executive Managerial Professional experience
- Experience of Board membership
- Regulation
- Risk Management

All candidates should also have (personal attributes)

- Analytical strategic perspective
- Integrity and a focus on governance
- Teamwork record
- Willingness to make a contribution and effort
- Communication skills
- Financial literacy

***Note on sectoral experience:** Relevant sectors that contribute to food, drink and horticulture exports including meat, dairy products & ingredients, prepared consumer foods, beverages, seafood, horticulture and cereals. Knowledge or experience gained in one or more of these sectors would fulfil the requirement of having knowledge or experience of the food industry or horticulture industry.

In addition, knowledge or experience gained in quality assurance, marketing, brand development, insight & innovation, health & nutrition, finance, governance, education & talent development, home market or overseas markets, routes to market, retail, etc, may be relevant.

5. Term of Appointment

Under the Act, appointments to the Board will be for a period of three years,

6. How to Apply

If you are interested in this position, please review the self-assessment questionnaire which can be found on www.stateboards.ie. Please note that the questionnaire is designed to help you in considering whether to submit an expression of interest - you are not required to submit the questionnaire as part of the application process.

Having considered the general suitability criteria for membership of a State Board, applicants should consider whether they meet the specific appointment criteria set out in the 'Person Specification' section above.

If you decide that you wish to be considered for appointment, you should submit an application via the following link www.stateboards.ie together with a detailed Curriculum Vitae and cover letter. In order to submit your application, you should take the following steps:

- i. Go to www.stateboards.ie.
- ii. On the bar at the top of the page click on "Available Appointments".
- iii. This brings you to a page with all our advertised vacancies. Select whichever position would like to apply for (you are welcome to apply for more than one position if you wish).
- iv. On the relevant page please click on the "apply for this position" button at the bottom of the page
- v. This will bring you to a page on www.publicjobs.ie and, if you already have a publicjobs.ie account, will prompt you for your username and password. If you do not have an account you will be asked to set one up.
- vi. Once you input your details you will be brought to a page where there is a prompt in the middle of the page which says "apply here". Click on the link to the online application form beside it.
- vii. A form will appear on your screen, some of the text boxes will be populated with information from your publicjobs.ie profile (Name, address etc). You will need to complete the rest of the fields and enter your name and the date at the bottom of the form. Click on "continue".
- viii. You will then be brought to a screen where you should upload your CV and Cover Letter. These are required documents and your application cannot be processed without them. Once you have selected these and uploaded them, please click on "submit" button at the bottom of the page.
- ix. You will receive an e-mail confirmation (to the address listed in your publicjobs.ie profile) to confirm that your application has been submitted.

You must confirm that you do not have any conflicts of interest or legal impediment which would be likely to interfere with your ability to play a full part on the Board. You must also confirm that you can make yourself available to attend meetings and to carry out the duties of a Board member.

7. Appointments Process

An Assessment Panel (the “Panel”) will be convened by PAS to consider and assess the expressions of interest received by the PAS via www.stateboards.ie. The Panel will:

- review and discuss the expressions of interest received against the specific appointment criteria for the role;
- assess potential appointees further, once they meet the specified appointment criteria, by undertaking any or all of the following steps:
 - Consideration of the written applications; and/or
 - Meeting/conference call; and/or
 - Referee checks;
 - Any other selection method deemed appropriate.
- draw up a list of people deemed suitable for appointment which will then be sent forward for consideration by the Minister.

If you have any questions regarding the application process please email info@stateboards.ie.

8. Data Protection Acts 1988 & 2003

For further information on Data Protection please follow the [link](#)