

Job Title:	Agronomist GBI
Department:	Sustainable Golf
Reporting To:	Sustainable Agronomy Lead Europe (incl GBI)
Direct Reports:	0
Version	August 2024

Job Purpose

To deliver a best practice sustainable agronomy revenue-generating service to external golf club customers and stakeholders, providing recognized expertise, to allow them to protect themselves from the challenges posed by climate change, resource restrictions and legislative change.

Working with and influencing internal and external stakeholders, to communicate key sustainability messaging to the golf market to increase knowledge and capability across the sector.

Key Accountabilities

- To provide exceptional / industry leading, technical support and insight on sustainable agronomy practices and golf course management trends, developments and areas for future research to the Sustainable Golf team.
- To be a leading figure in the increase of the adoption of sustainable agronomy practices and techniques by facilities in GB&I to help protect the long-term sustainability of the game.
- You be required to deliver presentations with high technical merit as well as communicate across all forms of media to increase awareness of current industry challenges, such as climate change, legislation and limitation of resources and products and to help clubs work towards overcoming them.
- You will be required to implement practical research-based solutions from GC2030 projects to help deliver high level turf consultancy advice focused on sustainable solutions (short, medium and long term) to golf clubs, to support the growth and development of the game of golf.
- To target, grow, develop and service a portfolio of golf club customers within Great Britain & Ireland with a view to long term retention of those clients.
- To promote new business opportunities through attendance at conferences, industry gatherings, article writing using social media, creating resources for The R&A website and working with partner organisations.
- To play a strong role in the development and management of processes for service delivery including the Customer Relationship Management (CRM) system, financial reporting and tracking P&L.
- Deliver strong and proactive communication to the Head of Sustainable Agronomy Services and the Director, Sustainable Golf, with inputs for the Sustainable Golf Committee and updates on progress and research priorities.

Resource

- To budget, communicate and manage risk in annual revenue targets to place The R&A in a credible leadership position to invest back into the game of golf.
- To play a strong role in the delivery of the wider SAS annual budget.
- To budget effectively for the costs associated with the delivery of the Agronomy consultancy support for your client base.

Expertise

- BSc Hons Plant or Soil based science
- Substantial experience in the field of agronomy consultancy delivered to golf courses and or amenity areas is beneficial
- BASIS and FACTS qualifications are an advantage. All agronomists are expected to hold BASIS and FACTS qualifications and continue to engage with CPD to acquire the requisite number of valid points.

This job description is written as an indication of the nature and scope of duties and responsibilities. It is not intended as a fully descriptive or definitive list and jobholders will be expected to carry out other duties assigned which are appropriate to the position.