



## Rules

1. **VENUE** – The County Final will be held in the evening of Thursday 8th October 2020 via video call (details TBC).
2. **ELIGIBILITY**
  - 2.1. Competitors must be between the ages of 16 years of age and 27 years of age on 1<sup>st</sup> September 2020 and full members of a Club affiliated to the NFYFC. This means competitors have attained their 16<sup>th</sup> birthday on the 1<sup>st</sup> September 2020 and may be 28 on the day of the final.
3. **SUBSTITUTION**
  - 3.1. If the original winner at area final is unable to go to the national final, then the next highest placed competitor will represent the Area.
  - 3.2. **All substitutes must have been eligible to compete in the County Final.**
4. **PROCEDURE**
  - 4.1. For the **County Final** we will provide you with 2 Job Adverts to choose from, or **you are entitled to choose your own.**
  - 4.2. The CV must not be more than 2 sides of A4 paper.
  - 4.3. The Covering Letter must not be more than 1 side of A4 paper
  - 4.4. For the County Final, applications must be submitted to DFYFC no later than the **27<sup>th</sup> September.**
  - 4.5. The Competitor will then be requested to attend a video call interview which will consist of specific questioning about the job being applied for and relevant requirements relating to the advertisement. Questions will also focus on life experiences and will be structured around the form “Tell me about a time when you .....” (E.g: “Tell me about a time when you had to meet a deadline). Applicants should consider the Situation (What was happening), Task (What was required), Action (What did YOU do) and the Result (What was the outcome) when answering.
  - 4.6. **FOR SUBSEQUENT ROUNDS** The Competitor will be required to choose their own job advertisement to apply for, which is relevant to them. The advert must have been advertised within the last 12 months prior to the competition date. All Applicants must submit the original job advertisement with a reference as to where and when the advert was published together with a CV and covering letter.

5. **SCALE OF MARKS**

CV	50
Covering Letter	40
Relevance of Advert	10
Interview	100
• Knowledge of the Industry/Organisation	
• Ability to answer questions concisely	
• Overall Impression / Appearance / Presentation	
<b>Total marks</b>	<b>200</b>

6. **AWARDS**

Certificates will be awarded to competitors placed 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup>

## **Job Description 1: Herdsperson**

An exciting opportunity has arisen to join an award winning farm as a Herdsperson at a 600 cow Autumn block calved, grass based herd based in Mid Devon. This is an established farm with excellent handling facilities, 24:48 herringbone parlour, cubicle housing for winter and a well thought out infrastructure of tracks and paddocks.

Your role will include milking, some general farm work but you'll also contribute to general herd health and the maintenance of our protocols and our high standards.

We're looking for someone who is ambitious and looking to develop their career as there is potential to move into a Head Herdsperson role.

You will be confident, focused on delivering high quality milk and cow welfare and ideally have experience of working within a grass based dairy farm environment. .

### **Rewards include:**

- Competitive salary.
- Accommodation on the farm
- Continuous advancement of skill base
- Strong support from Unit Manager, farm owners and external consultancy team

### **Skills required:**

- Well developed livestock skills/an interest in developing skills, including AI and foot trimming
- A desire to continuously improve knowledge base
- Well organised and proactive.
- Computer literate.
- Full valid UK driving licence

Would suit an ambitious individual looking to progress their career in dairy farming.

## Job Description 2: Digital Marketer – Luscombe May

### Number of Positions for This Vacancy:

1

### Employer Website (Optional):

[www.luscombemaye.com](http://www.luscombemaye.com)

### Employer Details:

	<p>About the Employer: Luscombe Maye. Established 1873. Estate Agents, Rural Professionals &amp; Letting Agents. That Luscombe Maye has been established since 1873 speaks volumes. Our aim is to continually find ways to improve on the service we offer our clients and to communicate this effectively. It is this fundamental principle, together with the strong interpersonal skills of the individuals in our business, that sets us apart.</p>
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### Title:

**Digital Marketer**

### Brief Overview of Vacancy Role (**350** Maximum):

The role of Digital Marketer at Luscombe Maye will serve the purpose of promoting the firm, its staff and the work they do across the region through social media, our website and various portal sites we belong to. The success or failure of the activity will be measured by its added worth to the firm, in turn measured by increased business (if that can be measured) and the increased exposure to new and existing markets (as measured by our customers). The firm is quite diverse, covering agency, lettings and rural professional work.

#### Skills required:

- Logical and creative thinking skills.
- Some sense of design and design quality and the ability to work to a given format
- Analytical and problem-solving skills
- Ability to work independently and to take responsibility
- A thorough and organised approach with the ability to stay focussed on a 'big picture'
- Ability to communicate effectively in a variety of situations and with different people
- Maintain productive, professional and secure working environment

**Full Vacancy Description (Including Job Duties and Responsibilities):**

You will be employed as Digital Marketer. As such your duties will include all matters connected with our marketing department, to include some general office duties and reception work but primarily to be involved with the firm's marketing department and specifically with our digital media, also performing other duties relating to other activities of the company. Requirements for Digital Marketer:

- Logical and creative thinking skills.
- Some sense of design and design quality and the ability to work to a given format
- Analytical and problem-solving skills
- Ability to work independently and to take responsibility
- A thorough and organised approach with the ability to stay focussed on a 'big picture'
- Ability to communicate effectively in a variety of situations and with different people
- Maintain productive, professional and secure working environment

**Desired Skills (This Cannot Be Work Trials):**

- Logical and creative thinking skills.
- Some sense of design and design quality and the ability to work to a given format
- Analytical and problem-solving skills
- Ability to work independently and to take responsibility
- A thorough and organised approach with the ability to stay focussed on a 'big picture'
- Ability to communicate effectively in a variety of situations and with different people
- Maintain productive, professional and secure working environment

**Desired Personal Qualities:**

Enthusiastic  
Cheerful  
Energetic  
Inventive  
Imaginative  
But also to work within guidelines

**Desired Qualifications:**

English and Maths to at least 'C' GCSE