

# FLOWERS FROM THE FARM

Leads & manages FftF Board of Directors  
Sets strategic direction, plans & budgets  
Guardian of member interests  
Sets Board Support Team priorities

Internal Chair

External Chair

Represents FFFTF on external forums  
Sets direction and tone for 1,2, and 5-year plans  
Identifies opportunities in wider industry and general public

**RCO Lead**

**Treasurer**

**Compliance Lead**

**Policy Lead**

**Marketing Lead**

**Education Lead**

Represents the RCO network and members at Board level  
  
Manages membership lifecycle and experience  
  
Provides volunteer welfare support

Oversees financial processes, policies and compliance  
  
Prepares and manages budget, financial models and the FftF financial position  
  
Identifies commercial opportunities for FftF

Develops/ manages internal polices, procedures and governance to ensure legal compliance  
  
Ensures compliance with constitution and acts as the point of escalation for complaints  
  
Risk Management  
  
Manages AGM

Determines FftF's position and policy on sustainability quality and ethics  
  
Monitors external environment for future developments  
  
Identifies opportunities and engages with key stakeholders e.g. policy makers

Develops and manages the holistic marketing strategy, plan and budget  
  
Determines branding and quality standards to maintain reputation  
  
Seeks insights from FftF audiences and scans for ongoing marketing opportunities

Develops and delivers educational strategy  
  
Develops and delivers education as a revenue stream for FftF  
  
Seeks training accreditation and cross-industry learning opportunities

**RCOs**  
1-2 per region

**Board Support Team**  
Operations Manager - Manages and delivers Board priorities and leads day to day operations  
Marketing Manager - Develops and delivers marketing, social media and PR campaigns  
Member Liaison - Supports member experience via onboarding, engagement and communications  
Admin Support (AMS) - Supports internal systems, FftF website and member events

**Task & Finish Groups**  
Solve specific issues / problems & deliver projects