

**Appointments to the Board of An Bord Bia**

**Closing Date: 15:00 on Friday 12<sup>th</sup> October 2018**

**State Boards Division  
Public Appointments Service  
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stateboards.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 the 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](http://www.stateboards.ie), is the channel through which the 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.

## Membership of State Boards

High standards of corporate governance in all State Agencies, whether in the commercial or non-commercial sphere, are critical to ensuring a positive contribution to the State's overall social and economic development.

Members of State Boards are appointed to act on behalf of the citizen to oversee the running of the affairs of state bodies. State bodies must serve the interests of the taxpayer, pursue value for money in their endeavours (including managing risk appropriately), and act transparently as public entities. Members of State Boards, and the relevant management team, are accountable for the proper management of the organisation.

Board members should act on a fully informed basis, in good faith, with due diligence and care, and in the best interest of the State body, subject to the objectives set by Government. In that regard and in accordance with 13.2 of the Guidelines on Appointments to State Boards, "it is advisable that no member of a State Board should serve more than two full terms of appointment or should hold appointments to more than two State Boards."

The [Code of Practice for the Governance of State Bodies 2016](#) (the Code) provides a framework for the application of best practice in corporate governance by both commercial and non-commercial State bodies.

In order to be an effective contributor on a State Board it is recommended that members should:

- bring independent and objective scrutiny to the oversight of the organisation;
- be prepared to be challenging when necessary while being supportive to the delivery of organisational strategy and objectives;
- be equipped to offer considered advice on the basis of sound judgement and experience;
- be prepared to make a time commitment to their work commensurate with their role.

## Appointments to the Board of An Bord Bia

<b>Location:</b>	Dublin
<b>Number of Vacancies:</b>	2
<b>Remuneration:</b>	€11,970. (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). Travel and subsistence is payable at appropriate Civil Service rates.
<b>Time Requirements:</b>	Two to three half-day meetings per month. (Including attendance at Board meetings of which there are normally seven per annum and any Committee or Subsidiary Board Meeting which Board members may also be required to attend)

### 1. Background

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.

[An Bord Bia Act, 1994](#)

[An Bord Bia \(Amendment\) Act, 1995](#)

[An Bord Bia \(Amendment\) Act, 1996](#)

[An Bord Bia \(Amendment\) Act, 2004](#)

Bord Bia's Statement of Strategy, "Making a World of Difference" 2016-2018 fully supports the implementation of Food Wise 2025, the Industry led 10 year plan for the Agri-Food Sector.

The Board is committed to maintaining the highest standards of corporate governance and Best Practice and has adopted the Code of Practice for the Governance of State Bodies. For the purpose of applying the Code of Practice for the Governance of State bodies, Bord Bia is regarded as a non-commercial State Body.

The Bord Bia Annual Report can be viewed [here](#).

Additional information and updates on Bord Bia Activities can be obtained from [www.bordbia.ie](http://www.bordbia.ie).

### 2. 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***”.

The mission is further articulated through the following **six strategic objectives**:

1. To actively contribute to the success and development of the Irish food, drink and horticulture industry.
2. To enhance the reputation, based on the principles of sustainable development, of Irish food, drink and horticulture, among consumer and trade buyers in the marketplace.
3. To be the authoritative source of strategic insight linking market opportunities to industry
4. To lead a collaborative approach with the key agencies involved in serving Irish food, drink and horticulture.
5. To pursue emerging opportunities and actively respond to significant market issues that affect industry.
6. To deliver value-for-money with expenditure.

### **3. Bord Bia Structure**

Bord Bia comprises the Board, five Subsidiary Boards, the Chief Executive and the Executive, which provide 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 Board also has an Audit & Risk Committee, a Remuneration & Pensions Committee and 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 specifically reserved for the Board for decision:

1. Significant acquisitions, disposals and retirement of assets including long term leases of Bord Bia with a value in excess of €150,000;
2. Major investments and capital projects;
3. Delegated authority levels, treasury policy and risk management policies;

4. Approval of terms of major contracts;
5. Assurances of compliance with statutory and administrative requirements in relation to the approval of the appointment, number, grading, and conditions of all staff, including remuneration and superannuation;
6. Approval of annual budgets and strategic plans;
7. Approval of annual reports and financial statements;
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 (which may also require Ministerial approval).

The current composition of the Board is as follows:

<b>Name</b>	<b>First Appointed</b>	<b>Reappointed</b>	<b>Expiry Date</b>	<b>Position type</b>	<b>Basis of appointment</b>
Caroline Keeling	10/12/2013	11/12/2016	10/12/2019	Board Member	Horticulture representative. Appointed by the Minister
Dan MacSweeney	01/03/2018		28/02/2021	Chair	Appointed by the Minister
Frank Hayes	15/02/2007	12/04/2016	11/04/2019	Board Member	Key stakeholder organisation representative
Joe Healy	12/05/2016	25/03/2018	24/03/2021	Board Member	Ex-Officio basis
John Horgan	07/12/2012	07/12/2015	06/12/2018	Board Member	Key stakeholder organisation representative
Pat McCormack	19/12/2017		12/05/2019	Board Member	Ex officio basis
Patrick Whelan	16/06/2015	16/06/2018	15/06/2021	Board Member	PAS Process
Rachel Doyle	16/06/2015	16/06/2018	15/06/2021	Board Member	PAS Process
Raymond O'Rourke	16/06/2015	16/06/2018	15/06/2021	Board Member	PAS Process
Sinead McPhillips	13/02/2018		12/02/2021	Board Member	Officer of the Minister
Tom Moran	16/06/2015	16/06/2018	15/06/2021	Board Member	PAS Process
Tony Keohane	16/06/2015	16/06/2018	15/06/2021	Board Member	PAS Process

## **Vacancy Details**

The Minister for Agriculture, Food and the Marine invites applications from suitably qualified candidates to fill two vacancies on the Board of Bord 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 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 for the promotion and 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.

## **4. Person Specification**

### **Essential Skills/Experience**

Candidates for these roles must have a career history based on both:

- Extensive \*sectoral knowledge and experience gained over a number of years working in or with the agri-food or drink industry.
- Knowledge or experience of consumer requirements.

This experience or engagement will have been gained at a senior executive/leadership level in one of the following areas:

- in a commercial organisation operating in the agri-food sector
- in agri-food sector strategy development, innovation, marketing/promotions, communications.

Candidates will have some experience or engagement set in one or more of the following:

- Communications, marketing, media, PR.
- Corporate governance and compliance
- Executive managerial professional experience
- Experience of board membership
- Regulation
- Risk Management
- Supply Chain Expertise
- Business scale-up

### **Personal Attributes**

Candidates must have and demonstrate in their application evidence of the following personal attributes:

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

### ***Desirable Skills/experience***

Knowledge of or experience gained in:

- quality assurance,
- marketing, brand development,
- Insight & innovation
- Health & nutrition, food ingredients,
- Finance,
- Governance,
- Education & talent development,
- Home market or overseas markets, routes to market, retail

may be relevant.

**\*Note on sectoral experience:** Relevant sectors that contribute to agri food and drink exports include 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 agri-food and drink industry

Candidate's attention is drawn to the provisions of the Code in relation to the role of a Board member, where the principle states:-

- Each State body should be headed by an effective Board which is collectively responsible for the long-term sustainability of the body.
- Non-executive Board members should bring an independent judgement to bear on issues of strategy, performance resources, key appointments and standard of conduct.

Details on the role of Board Members can be found in Section 3 of the Code which can be found [here](#).

The Minister shall have regard to the desirability for gender balance on the Board as the Minister considers appropriate and determines from time to time when making appointments.

## **5. Term of Appointment**

Appointments to the Board will be for an initial period of 3 years with an option to extend the term of engagement for a second term of 3 years, subject to:

- The appointment may be terminated by the Minister at any time, (S18(1) Bord Bia Act 1994).
- a member of the Board shall be disqualified from holding and shall cease to hold office if that member is adjudged bankrupt, or makes a composition or arrangement with creditors, or is convicted of any indictable offence in relation to a company, or is convicted of an offence involving fraud or dishonesty whether in connection with a company or not, or is the subject of an order under section 160 of the Companies Act 1990 (S18(5) Bord Bia Act 1994).

## Submitting your Application

Before submitting your expression of interest, please review the self-assessment questionnaire which can be found [here](#). This 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, you should consider carefully how your background and experience fits with the specific appointment criteria set out in the Person Specification section in this booklet.

**Please give careful consideration to the possibility of any potential conflict of interest that may exist and address this in your cover letter. The Assessment Panel may decide, based on the perceived level of conflict, not to forward your name for consideration.**

Your submission should be made via the following link [www.stateboards.ie](http://www.stateboards.ie) together with your **Curriculum Vitae** and a **cover letter** (see Appendix 1 of this booklet for help with the online process).

### IMPORTANT NOTE

Please take care when submitting your expression of interest. As the Assessment Panel will generally make its recommendation(s) based on consideration of the documentation which you submit, it is most important that you do the following:

- 1. Ensure your Cover Letter (and supporting CV) clearly specifies how your particular background and experience meets the requirements of the Authority position(s) specified in this booklet, and*
- 2. That you fully answer any supplementary questions which are presented to you as part of our online application process.*

This will help ensure that the Assessment Panel is as informed as possible as to the basis for your candidature and why you believe you are a person who could potentially be appointed to this State Board. **Please only include information that is directly relevant to the particular role for which you are applying.**

If you have any questions regarding the application process please email [info@stateboards.ie](mailto:info@stateboards.ie).

## 6. Assessment Process

An Assessment Panel (the "Panel") will be convened by PAS to consider and assess the applications received by PAS. The Panel will:

- review and discuss the expressions of interest received against the specific appointment criteria for the role, as advertised in this Information Booklet;
- assess potential candidates 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; and/or
  - Any other selection or verification method deemed appropriate (this may include PAS requiring statutory declarations from shortlisted applicants as to the bona fides of the qualifications and experience contained in their applications).
- arrive at a shortlist of suitable candidates to be sent forward for consideration by the Minister.

Please note that the Public Appointments Service will not be responsible for any expenses incurred by candidates as part of our selection process.

## **7. Confidentiality**

Subject to the provisions of the Freedom of Information Act, 2014, applications will be treated in strict confidence. All enquires, applications and all aspects of the proceedings are treated as strictly confidential and are not disclosed to anyone, outside those directly involved in that aspect of the process.

Certain items of information, not specific to any individual, are extracted from computer records for general statistical purposes.

## **8. Data Protection**

The Data Protection Bill provides that the processing of personal data shall be lawful where such processing is necessary for the performance of a statutory function of a controller. PAS is mandated by statute under the Public Service Management (Recruitment and Appointments) Act, 2004 to act as the centralised assessment and selection body for the civil service and to carry out all the procedures necessary to undertake the recruitment, assessment and selection of suitable candidates for appointment. By submitting your personal data (including your name, address, contact details and details of your education and work history contained in your curriculum vitae and cover letter) via publicjobs.ie, you acknowledge that such data may be used by the Public Appointments Service and disclosed to and used by client departments, in connection with its statutory roles to assist and advise relevant Ministers in relation to appointments to the boards of State bodies. The information contained in your publicjobs profile is yours to manage, amend, update or delete as appropriate. For more detailed information on our Data Protection Policy, please see our [Code of Practice for the Protection of Personal Data in the Public Appointments Service](#).

If your application is assessed and you are considered to be suitable for appointment your C.V. and cover letter (and any additional supplementary information requested as part of the application process), will be forwarded to the State Board Liaison Officer in the relevant Department. Once it obtains your personal data, the Department will act as data controller of such data and will retain it for up to one year following the appointment/s. Unless you request the withdrawal of your application such data may be used in considering your suitability for other similar vacancies/roles that arise for a period of up to one year for this Board.

## APPENDIX 1

### Submitting your application:

In order to submit your application, you should take the following steps:

1. Go to [www.stateboards.ie](http://www.stateboards.ie).
2. On the bar at the top of the page click on "Available Appointments".
3. This brings you to a page with all our advertised vacancies. Select whichever position you would like to apply for (you are welcome to apply for more than one position if you wish).
4. On the relevant page please click on the "apply for position" button at the bottom of the page
5. This will bring you to a page on [www.publicjobs.ie](http://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 create one.
6. 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.
7. 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.
8. If there is a supplementary question, ensure that your response complies with the word limit and that it does not contain any special characters (i.e. %, & etc) or you may receive an error message and will be unable to submit your application.
9. Click on "continue".
10. 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 the "submit" button at the bottom of the page.
11. 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.