



Application Pack

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General Manager



## Message from the Chairman

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Thank you for your interest in the post of General Manager with Tay Forth Machinery Ring.

With circa 1100 members across 830 square miles – from St Andrews to Loch Lomond, Perth to Edinburgh – we are entering 2026 with real energy and ambition. Our recent move to modern, expanded premises in Milnathort marks an exciting new chapter as we continue to grow our membership and broaden the services and products we offer.

This role offers a rare opportunity to make a meaningful impact. With a high degree of autonomy, our General Manager will lead a talented and committed team, drive forward our business plans, and deliver on the objectives set by our Board of Directors. It is a role where the right individual can shape the future of our co-operative and leave a lasting legacy.

Tay Forth commands strong loyalty and respect from its members and holds an enviable reputation across the Scottish agricultural sector. Supported by an experienced and forward-thinking Board, and working closely with a wide network of stakeholders, you will help steer a dedicated staff team toward long-term success for the benefit of the farmers we serve.

We look forward to meeting a candidate who shares our passion for agriculture, values the power of co-operation, and is excited by the opportunities that Machinery Rings continue to bring.



**James Adam**  
**Chairman**  
**Tay Forth Machinery Ring**



## About Tay Forth Machinery Ring

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Machinery Rings were created to unlock opportunities—matching farms with surplus machinery and labour to those who need additional capacity. For suppliers, this modern, flexible approach to contracting significantly reduces the major costs of machinery ownership, including interest and depreciation, on a per-acre or per-hour basis.

For demanders, it removes the need to own every piece of equipment required on the farm, dramatically lowering fixed costs while giving access to the right machinery exactly when it's needed. Many members benefit from being both suppliers and demanders, maximising the use and value of the machinery they already own.

Over the years, the network of Rings has expanded far beyond machinery. Members now enjoy outstanding buying power on essentials such as fuel, building materials, and fencing supplies. With over 1,000 members behind every negotiation, the Ring delivers highly competitive prices and exclusive discounts unavailable to individuals—saving time, hassle, and unnecessary account setups for one-off purchases.

In Tay Forth we are proud to be a member of this family group. We work with and for our members ensuring we provide expertise, a pro-active service and value for money in everything we do.

Membership is open to farmers, contractors, self-employed labour, and businesses supporting the agricultural sector. Today, nine Machinery Rings across Scotland support around 10,000 members and generate more than £90 million in combined annual turnover—demonstrating the strength, scale, and value of the network.



## Job Description

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- **Responsible to:** **Tay Forth Machinery Ring**
- **Location:** **Milnathort, Perth & Kinross**
- **Salary:** **Circa. £65,000**

### Main Purpose of the Role

The General Manager provides hands-on, practical, operational leadership to ensure Tayforth Machinery Ring remains financially strong, member focused and ready for the future. The General Manager is responsible for the overall performance of the organisation, covering commercial operations, membership services, staff leadership and strategic development.

The role leads the Ring in delivering sustainable value to members by ensuring efficient service matching, strong financial stewardship, and a culture that supports excellent customer care. The General Manager represents the Ring within the wider agricultural sector, strengthens partnerships and raises the profile of the co-operative model.

In conjunction with the Board of Directors the postholder sets the direction of the organisation, influences the industry and creates long term growth.

### Key Duties and Responsibilities

- Lead the effective day to day running of the Ring office, ensuring reliable and efficient matching of machinery, labour and services.
- Set and deliver annual financial targets to ensure the long-term sustainability of the Ring.
- Develop and manage revenue streams including membership subscriptions, service commission and emerging commercial opportunities.
- Develop and deliver business plans to grow membership across the Tayforth region.
- Expand the Ring's product & service offering through new areas aligned with the co-operative model, such as labour services, training, commodities or retail propositions.
- Build strong relationships with other machinery rings, industry bodies, suppliers and rural organisations.



## **Key Duties and Responsibilities cont.**

- Manage and develop the staff team across contracts, finance, administration and training ensuring clear expectations, effective performance management are part of an ongoing process.
- Lead communication with members including newsletters, annual guides, meetings and events.
- Respond to member feedback, address concerns and maintain high satisfaction levels.
- Represent the Ring at industry events, trade shows and within the wider Scottish agricultural network.
- Report to the Board on performance, business planning, financial forecasts and risk.
- Support strong governance and ensure operations adhere to the co-operative's constitution and principles.
- Respond to member feedback, address concerns and maintain high satisfaction levels.



# Knowledge, Skills and Experience

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## Essential Knowledge and Experience

- Proven leadership experience in a relevant environment such as agriculture, co-operatives, rural services or membership-based organisations.
- Strong financial and commercial acumen, including budgeting, P&L management and forecasting.
- Experience in business development and organisational growth.
- Strong operational management skills including process improvement, systems thinking and efficiency.
- Excellent people leadership with experience in developing, motivating and managing diverse teams.
- Strong communication, relationship management and stakeholder engagement skills.
- Experience of governance, financial planning, marketing, communications, and commercial negotiation.
- Understanding of the needs, challenges and opportunities within the rural and agricultural community.
- An active and credible agricultural network or the ability to build one quickly.

## Desirable Knowledge and Experience

- Knowledge of agricultural machinery, contracting and farm economics.
- Experience within machinery rings or similar co-operative structures.
- Understanding of commodity sourcing or group purchasing.
- Experience of training delivery or rural skills development.



# How to Apply

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For a confidential discussion please contact **Gail Ellis** on **0131 557 5742**.

To apply, please email your C.V. and Covering Letter indicating how you meet the criteria for the role to [recruitment@greenburn.co.uk](mailto:recruitment@greenburn.co.uk).

Applicants will be shortlisted for interviews by matching the details given in their C.V. and Covering Letter against the Job Description. We would therefore ask applicants to provide clear evidence to show how your experience, skills and knowledge align with those requirements as well as why you are interested in the role, and working with Tay Forth Machinery Ring.

We would also be grateful if you could include the following information:

- Current salary / benefits package
- Current notice period
- Details of your two referees (please note that referees will not be contacted without prior consent)

Please note that you will receive an automatic acknowledgement of your application – if you do not receive this, please contact [sophie@greenburn.co.uk](mailto:sophie@greenburn.co.uk).

**Closing date for applications is:**

**Friday 6<sup>th</sup> March 2026 at 6pm**



# Recruitment Timetable

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We have provided below a note of all the critical dates within this recruitment campaign which we hope will help you plan your diary:

Closing date for applications	6 <sup>th</sup> March 2026
First interviews	w/c 16 <sup>th</sup> March 2026
Final interviews	w/c 30 <sup>th</sup> March 2026
Commencement of Employment	April 2026 <i>or as agreed</i>