

COUNTRYSIDE SERVICES LIMITED MANAGING DIRECTOR OPPORTUNITY CANDIDATE INFORMATION PACK

Company Overview

Countryside Services Limited is a wholly-owned subsidiary of the Ulster Farmers Union. The business is based in Dungannon and was established in 1998 to provide a range of commercial and professional services to the farming and rural community in Northern Ireland.

The business employs 40 people at its Dungannon site and it offers the following products and services:

- Livestock Identification Products
- Asset Management Tags
- Training Services
- Delivery of Government Schemes

Over the last 10 years the business has expanded to extend its services into the broader GB livestock market, trading under the Dalton Tags brand. Following an acquisition in 2022, the business also offers asset management tags to a broader industrial customer-base under the Top Tags brand.

For more information visit: www.countrysideservices.com



“Deciding to work in Countryside Services was the best decision I ever made. I enjoy being part of a busy team and the pace of the work has helped me stay motivated. Being able to serve the farming community with a great service is also highly rewarding and makes me enjoy my work all the more!”

- Clare Montgomery
Production Supervisor

Job Description

- **Reports to:** Board of Directors
- **Location:** Dungannon
- **Company size:** £5m Turnover / 40 staff

Role Overview

The Managing Director (MD) will provide overall leadership, strategic direction, and operational management for the business. They will be responsible for delivering sustainable growth, ensuring financial stability, and driving a high-performance culture. Working closely with the Board and Senior Management Team, the MD will translate the company's vision into actionable plans while ensuring excellence in day-to-day operations. The role will involve some local travel and occasional visits within the UK and EU to customers, suppliers, and partners.

Key Responsibilities

Strategic Leadership

- Develop, communicate, and implement the company's strategic plan in line with board objectives
- Identify new market opportunities, partnerships, and innovations to drive sustainable growth
- Ensure the business remains competitive through continuous improvement, developing the structure and investment in people, processes, and technology including AI

Financial & Commercial Management

- Deliver profitable growth and ensure sound financial management and corporate governance across the business
- Work closely with the Finance Manager to set and manage and achieve agreed budgets, forecasts, and KPIs
- Monitor financial performance, ensuring compliance with statutory obligations

Operational Oversight

- Provide leadership and guidance to the senior management team, ensuring all departments operate efficiently, effectively and collaboratively
- Oversee the delivery of high-quality customer service, efficient operations, and strong contract performance
- Implement systems and processes to improve efficiency, productivity, and risk management
- Represent the company with key customers / suppliers, including occasional UK / EU travel

People & Culture

- Build, develop, and inspire a high-performing senior management team
- Foster a positive and accountable company culture that reflects the organisation's values
- Lead initiatives to attract, retain, and develop talent across the business

Governance & Compliance

- Ensure the company complies with all legal, regulatory, and contractual obligations
- Maintain strong corporate governance and report regularly to the Board of Directors on performance, opportunities, and risks

Person Specification

The successful applicant must be able to demonstrate that they have:

- a third-level qualification in a business, agri-business or agriculture related subject and an in-depth knowledge of the agricultural industry
- at least five years' senior management experience, with full P&L responsibility for a definitive business area
- strong commercial experience with a track record of capitalising on opportunities and delivering growth
- at least five years' experience in leadership and managing people with a specific focus on achieving performance and growth targets, and building trust and accountability across teams
- at least three years' experience of managing business risk along with a sound understanding of corporate governance
- resilience, decisiveness and adaptability in a busy environment, with exceptional project planning and operational execution
- excellent inter-personal, communication and networking skills
- Full driving licence and willingness to undertake occasional UK / EU travel

Application & Selection Process

Your application must demonstrate that you meet the requirements in the job description and person specification above.

Applications to be emailed to MDRecruitment@countrysideservices.com

The closing date for applications is 5pm on Friday 31 October 2025.

All shortlisted candidates will be invited for interview on the week commencing 10 November 2025.

“ I’ve worked in Countryside Services for 18 years. We have a very down-to-earth, hardworking team. As the industry, policy, and regulations have changed, we’ve adapted with them— working alongside government and always supporting farmers. It’s a really fulfilling role. ”

- Philip Cargill
Senior Project Officer

