

Wanted: Strategic, curious and creative minds to help build the future of the Scottish food and drink sector

If you enjoy expanding your knowledge and understanding of the world around you; if you are into the detail and can tell the difference between an insight and a fact and working with data and pivot tables is your idea of living your best life, then we would love to hear from you.

The Scotland Food & Drink Partnership is a unique collaboration between industry organisations, the Scottish Government and its agencies. Collectively we work together to make Scotland the best place in the world to own and operate a food and drink business.

Prior to the pandemic, Scotland's food and drink industry was worth £15 billion, employing 115,000 people across the whole of Scotland. From its record high value, the sector has contracted as Coronavirus and Brexit impacts shook global and UK economies.

To set the industry back on its remarkable growth path, the Partnership is now delivering a Scottish Government funded £15m Recovery Plan. At the heart of this plan sits data, insight and research delivered by a new service, The Knowledge Bank.

The Knowledge Bank is a fresh, new approach bringing together a community of practice from across the partnership to use research, insight, market data and knowledge to identify new market opportunities for food and drink producers of all shapes and sizes and long-term sustainable growth for the sector.

From looking at the future of AI in dairy production to the changing shopper dynamics in a post covid world, our work is diverse and always evolving. We are currently working on projects focusing on UK grocery and foodservice markets, international market opportunities, e-commerce, future trends including sustainability and health as well as keeping an eye on industry performance.

It's a really exciting time for The Knowledge Bank and we are now looking to expand our core team. But we're not looking for someone to fill a pre-shaped role. We're looking for the right person who will bring new skills and fresh thinking.

Whether you have hands on experience in shaping and running research projects, you've worked with data in a commercial setting (ideally within food and drink) or you have a unique ability to turn data into insights and use it to tell powerful stories, we'd love you to get in touch. We'd be happy to work with you on a project-by-project basis or as an extra brain on an ongoing project. First and foremost, it's about the right person and we will shape the role around you.

In the meantime you can find out more about Scotland Food & Drink, our Partnership and the work of The Knowledge Bank on our [website](#).

Please contact Amanda.brown@saos.coop

Background

Scotland's farming, fishing, food and drink sector is a £15 billion industry, employing 115,000 people, mainly in SMEs, across the whole of the country. Scotland's food and drink products are unique and so too is the [Scotland Food & Drink Partnership](#). No other country in the world has created a body which facilitates and enables government and industry to work side by side. Since our formation in 2007 food and drink has become the best performing industry in Scotland. We have a disproportionately large role to play in the recovery and reshaping of Scotland's economy in the aftermath of Covid-19 and as a result of Brexit and this is addressed through the work of the [Scotland Food & Drink Partnership Industry Recovery Plan](#).

ABOUT THE KNOWLEDGE BANK

Coinciding with this Recovery Plan is the formation of a new, more collaborative Scotland Food & Drink Partnership insights team, drawing together intelligence from across the Partners. This is known as The Knowledge Bank. It is tasked with identifying and developing new market opportunities that could deliver growth for the Scottish food and drink industry, its sectors and the businesses operating within.

This new, collective market intelligence team aims to:

- Provide insight to build market and supply chain knowledge.
- Research market opportunities agreed by the Partnership and directed by market opportunities (domestically and internationally).
- Inform Policy, Strategy and Action Plan development to support the delivery of the Recovery Plan and of [Ambition 2030](#)
- Futurescope / Foresighting
- Analyse supply chain capability and resilience.
- Monitor sector performance