



# RURAL ESTATE MANAGER

## BACKGROUND AND PLACE OF WORK

Gascoyne Estates owns and manages extensive private family property holdings within London, Hatfield in Hertfordshire and Cranborne, Dorset. Hatfield Estate is managed by a dedicated management team based at the Estate Office, located within Hatfield Park, a short distance from Hatfield House, home to the 7th Marquess and Marchioness of Salisbury.

Hatfield Park Estate seeks to grow lasting social and commercial value for the communities we serve. The aim is to build upon Hatfield's history, geography and character to curate a vibrant, high-quality environment. Management of the rural portfolio is key to establishing and maintaining attractive landscapes, responsible stewardship, exemplary land management practices and sustainable profits – all central to the wider Hatfield Park enterprise.

## SUMMARY OF THE ROLE

Reporting to the Hatfield Estate Director, the successful applicant will be responsible for delivering a professional service in respect of land management advice, overseeing the delivery of a diligently run rural portfolio.

A member of the Estate Management Team (EMT), they will collaborate closely with other Heads of Department to ensure Hatfield becomes an exemplar for responsible and sustainable land management set against the wider backdrop of Hatfield Park as a vibrant, profitable, modern business, recognised as a hub for both businesses and the community. Whilst performing core duties, they will work to ensure the management of the Hatfield Estate is aligned with Gascoyne's wider business strategy and will share knowledge with peers based on the Cranborne Estate in Dorset to ensure consistency across the group.

The Rural Estate Manager will manage a small team with responsibility for the following areas:

- Tenanted rural property – Hatfield Park Estate has six equipped let farms, plus a significant portfolio of wayleaves, easements, grazing paddocks and other miscellaneous agreements.
- Minerals – Extraction of sand and gravel has provided valuable revenue to the estate for the last two decades. New quarrying commences in 2026.

Job title: Rural Estate Manager

Location: Hatfield Park Estate Office,  
Hertfordshire

Contract: Permanent

Core Hours: 09.00 – 17.30 Monday  
– Friday

Requirement for attendance at key  
seasonal events, meetings or  
emergencies outside of core hours,  
including on certain weekends.

Reporting to: Estate Director  
(Hatfield)

Start date: By agreement

- Forestry – Gascoyne seeks to manage long-term forestry interests maintaining the principles of continuous cover, ensuring long-term resilience and quality of standing timber.
- The responsibility for in-hand and contract farming arrangements (CFAs), across the Gascoyne rural estates, sits with the group Head of Farming who reports to the Farm Board. The Rural Estate Manager at Hatfield is required to support land-based elements of the CFAs. The budgetary and performance reporting of the CFAs sits with the Farm Board.
- Environmental management - Hatfield Park and surrounding farmland contain significant 'natural capital'. Opportunities exist for habitat improvements and the subsequent sale of environmental credits, improvements to biodiversity and water quality.
- There are at least three sites with good potential for solar energy production and the Rural Estate Manager will be crucial in bringing these sites forward for delivery.
- The management of two separate in-hand shoots, including the line management of three gamekeepers. The emphasis of the shoots is on quality and conservation, notably to improve habitats and encourage ground nesting birds, including grey partridge and lapwing.
- Any issues relating to land law, including but not limited to land transactions, dealing with boundary encroachments, the management of restrictive covenants and access requests from utilities providers.

The rural portfolio has been actively managed and achieved a number of successes in recent years. Significant opportunities exist to further the impact and effectiveness of the current operation.

## OBJECTIVES, DUTIES AND RESPONSIBILITIES

The primary aim for the Rural Estate Manager is to maximise income, against a backdrop of long-term stewardship, innovation and reputation. They will evolve present operations and propose new ways of working, developing new income streams, using all parts of the rural portfolio to creatively drive revenue.

Primary responsibilities:

- Administer budgets, holding day to day responsibility for control of income and expenditure across the rural business, ensuring it is maximised whilst meeting both the company goals and wider business plans. Review the operating structure and processes to achieve greater efficiency, commerciality, and increased energy and purpose within the team.
- Maintain and strengthen relationships with tenant farmers and other stakeholders in our land to ensure good husbandry. Oversee fair and rigorous execution of tenancy agreements, implement rent reviews, police sub-letting policies, encourage a consistent approach to partnerships and implementation of more sustainable practices.
- Identify new revenue-generating opportunities and ways to increase effectiveness; set the strategy and devise future business plans – new income streams might, for example, include green energy, further farm building diversification, countryside stewardship and SFI schemes and environmental offsetting.

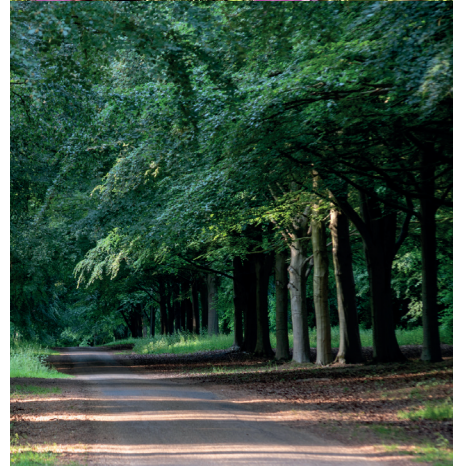
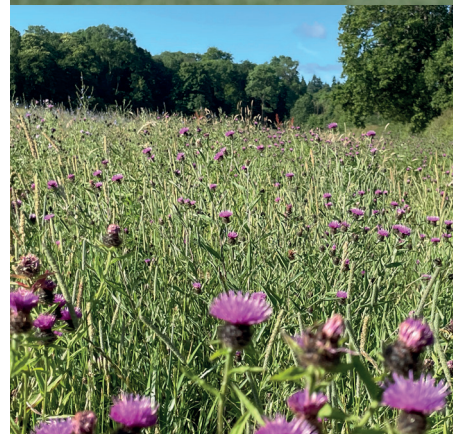




- Oversee the management of gamekeepers and their staff at Hatfield and Quickswood ensuring the principals' wishes and expectations are met whilst maximising opportunities for the shoot to play their role in conservation projects at both locations.
- Chairing the Land Management Team (consisting of the heads of each in-hand operation plus the CEO, Estate Director and Lord Salisbury) which is the key forum to ensure consistent delivery against key rural land management objectives on the estates.
- Managing delivery of the Hatfield Forestry Management Plan, assisted by appropriate specialist consultants.
- Acting as primary day-to-day contact in respect of mineral operations. Oversee satisfactory restoration of recently concluded works, satisfactory creation of new workings due to commence operation in 2026 whilst also exploring opportunities for future extraction.
- Protecting all legal title and associated interests relating to Hatfield land holdings. Liaising with a variety of stakeholders and consultants in respect of tenancies, land registration, restrictive covenants, rights of way, riparian and manorial rights and other such matters.
- Ensure all operations are appropriately audited for health and safety, and wider compliance, taking appropriate action to ensure all aspects of the rural brief remain aligned with best practice.
- Plan appropriately to allow the potential benefits of the estate's marketing and social media strategy to be maximised, ensuring the rural portfolio plays its part in creating a compelling narrative for Hatfield Park.
- Work and collaborate closely with all staff engaged on delivering rural workstreams in addition to the EMT and those other areas of the business to ensure clear and timely communication about initiatives, projects, and opportunities.

## ESSENTIAL SKILLS AND ATTRIBUTES

- Committed to high standards of service and presentation, with an ability to develop a medium-term business strategy for a modern rural enterprise.
- Demonstrable experience of preparing, establishing and delivering on plans and strategies to execute change and improvement, striving for exceptional standards, with an absolute focus on achieving exemplary outcomes.
- Innovative and enthusiastic leader, who can think creatively about opportunities, collaboratively plan and communicate effectively to achieve these, engaging a team and stakeholders along the way.
- Strength of character and a level of gravitas that will enable them to challenge and influence.
- Capable of working under pressure, managing, and prioritising heavy workloads.
- Diplomatic, patient and emotionally intelligent, can work and communicate effectively with individuals at all levels within an organisation.
- Entrepreneurial, enthusiastic, and energetic, motivated by business success and achieving financial targets.
- Resourceful enough to identify and create synergies, whilst maximising on the resources presently available to them.
- An appropriate ambassador of the Estate.





You will have experience of:

- Day to day management of rural operations and delivery of specific projects in line with agreed policies
- Appointment and direction of contractors, procurement, ordering and purchasing.
- Budgetary and performance analysis.
- An understanding and appreciation of farming, forestry and wider land management practices.
- Liaising at a senior level to continue development of policies and strategies.
- Management of health & safety and an up-to-date knowledge of relevant legislation including workplace regulations, CDM, COSHH, alongside wider environmental and farming compliance.
- Proficiencies in MS Office, common IT platforms and with strong skills in numeracy and written English.
- Working independently within a professional business environment.
- Hold a full UK Driving Licence.

## HOW TO APPLY

Please send your CV and a covering letter, either by email or post, to:

Anthony Downs  
Estate Director  
Hatfield Park Estate Office  
The Melon Ground  
Hatfield  
AL9 5NB

Email: [ar.downs@gascoyne.org](mailto:ar.downs@gascoyne.org)

## PRIVACY NOTICE

Please visit <https://www.hatfield-house.co.uk/privacy-notice/> to read our Privacy Notice about how we process the personal information you supply to us with your application.

