



**FEEL GOOD FOOD FEEL GOOD FARMING**

## **JOB DESCRIPTION; MARKETING MANAGER**

### **About The Farm**

The Community Farm (The Farm) is a social enterprise located in the Chew Valley. Founded in 2011 as a Community Benefit Society (CBS), The Farm is owned and governed by its shareholder members. Its purpose is nature-friendly organic farming, for a local market, where people of all ages and from all walks of life can Get on Our Land for learning, work, and play, pioneering an ethical and socially motivated business, learning amongst ourselves and with others.

We grow and sell locally-sourced and organic produce, working with a network of organic producers and local farmers. Profits from the business help fund learning and community activities for local children, adults and vulnerable people. Regular volunteering opportunities are offered on The Farm. The Farm's nature-friendly farming provides a rich habitat where wildlife can thrive.

### **What candidate are we looking for?**

The candidate must be someone who has a strong passion for food, farming, health and the environment. They must have the skills, confidence and belief to communicate The Farm's values, ethos and good works across all channels. They must have a good sense of self-motivation and be committed to achieve the goals and objectives of the organisation. The Farm takes an approach to working that is collaborative and inclusive and the candidate must be willing to adopt this approach and perhaps have experience of leadership in a similar environment.

# The Role

<p><b>Main purpose of the role</b></p>	<p>The purpose of the post of Marketing Manager is to manage, maintain and promote the brand and public image of The Community Farm, to support strong sales and customer retention, and to ensure that our communications to potential volunteers and visitors of all kinds are positive and effective. The role will have strategic input into short and long term commercial planning, and will be involved across all aspects of The Farm's activities. In an organisation that is growing on limited resources, the commercial impact of this role is an important consideration.</p> <p>The post holder will be supported by the Managing Director, Marketing Officer and Customer Services Officer, and will have control over the setting and management of the annual marketing budget.</p>
<p><b>Reports to</b></p>	<ul style="list-style-type: none"> <li>• Managing Director</li> </ul>
<p><b>Line manages</b></p>	<ul style="list-style-type: none"> <li>• Marketing Officer</li> <li>• Customer Services Officer</li> </ul>
<p><b>Key relationships</b></p>	<ul style="list-style-type: none"> <li>• Managing Director</li> <li>• Marketing Officer</li> <li>• Customer Services Officer</li> <li>• Head Grower</li> <li>• Bookkeeper</li> <li>• Communities and Partnerships Manager</li> <li>• Members of the Management Committee</li> </ul>
<p><b>Strategy and budget</b></p>	<ul style="list-style-type: none"> <li>• Write and manage the implementation of the marketing strategy and plan. These will cover the promotion of the box scheme, community engagement and volunteering activities, and The Farm's work in general, including aspects of communications that ensure customer and volunteer retention.</li> <li>• Prepare an annual marketing budget and monitor expenditure to ensure that the spend falls within the budget.</li> <li>• Design, plan and implement seasonal campaigns to help promote The Farm, with the aim of increasing box scheme sales.</li> <li>• Ensure the tasks within the marketing strategy and budget are undertaken, either personally or by other members of staff.</li> </ul>

	<ul style="list-style-type: none"> <li>• Report on the effectiveness of marketing campaigns.</li> <li>• With the Managing Director, produce an annual review of marketing operations.</li> <li>• Oversee developments to The Farm's brand identity.</li> </ul>
<b>PR and media</b>	<ul style="list-style-type: none"> <li>• Develop, regularly update and implement an annual editorial plan for media activities.</li> <li>• Oversee the writing and distribution of media releases as required.</li> <li>• Respond to and manage media enquiries where appropriate (alongside relevant staff and Management Committee members).</li> <li>• Where necessary, work with and manage PR strategy through external sources.</li> <li>• Develop and implement an advertising campaign strategy to include online advertising, paid Search Engine Optimisation (SEO) listings and some print advertising.</li> <li>• Book, post and manage advertising activities.</li> <li>• Oversee the management of social media, including the implementation of its strategic use.</li> </ul>
<b>Calendar and events</b>	<ul style="list-style-type: none"> <li>• Work with relevant staff and Management Committee members to agree an annual calendar of events that The Farm wishes to host/attend.</li> <li>• Oversee the promotion of events at The Farm, working with the relevant staff members to ensure their success.</li> </ul>
<b>Customer communications, sales and retention</b>	<ul style="list-style-type: none"> <li>• Prepare a month-by-month e-newsletter content plan, overseeing content and copy writing, with final proofing.</li> <li>• Develop and implement sales incentives, discounts and promotions.</li> <li>• Develop and implement strategies to achieve better customer retention.</li> <li>• Monitor metrics for customer satisfaction, retention and recruitment.</li> <li>• Work with the Managing Director to identify opportunities for sales growth.</li> <li>• Line management of the Customer Services Officer</li> <li>• Ensure good communications and systems exist between marketing and customer services</li> </ul>

<b>Website and database</b>	<ul style="list-style-type: none"> <li>• With the Customer Services Officer, ensure the database for managing box deliveries runs smoothly and efficiently.</li> <li>• Plan and manage website developments (design and content).</li> <li>• Write, update and source content and images for the website.</li> <li>• Write news items, sub-edit and proof read submissions from others.</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>• Be an enthusiastic and committed ambassador for The Farm and its key objectives as a social enterprise with environmental sustainability and community engagement aims.</li> <li>• Develop clear and open methods of communication in line with the values of The Farm.</li> <li>• Work independently and actively foster a 'can do' culture aimed at ensuring success of The Farm project.</li> <li>• Take responsibility for managing own personal resilience and help others to do the same.</li> <li>• Ensure activities meet, and integrate with, The Farm's requirements for quality management, health and safety, legal stipulations, environmental policies and general duty of care.</li> </ul>

## Person Specification

<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to Degree Level or equivalent.</li> </ul>
<b>Knowledge and experience</b>	<ul style="list-style-type: none"> <li>• Experience in transitioning operations as organisational needs and demands evolve.</li> <li>• Experience of managing and delivering budgets.</li> <li>• Experience of marketing and copywriting.</li> <li>• Experience of relationship-building across multiple stakeholder types.</li> <li>• Experience of working with media organisations and PR companies.</li> <li>• Experience of using some of the following in a working environment: MailChimp, Eventbrite, Flickr, BaseCamp, Survey Monkey, WordPress, Facebook, Twitter, LinkedIn, YouTube.</li> </ul>

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<b>Qualities and skills</b>	<ul style="list-style-type: none"><li>• Competent leadership, line management skills and behaviours.</li><li>• Excellent communication skills, both verbal and written.</li><li>• Strong prioritisation skills and ability to manage own workload.</li><li>• Excellent relationship building and networking skills.</li><li>• Excellent IT skills including Word, Excel and PowerPoint.</li><li>• Ability to maintain a commercial outlook.</li><li>• Diplomatic and able to work effectively under pressure.</li><li>• Driving License holder.</li><li>• Proactive and solutions-focused approach to work.</li></ul>
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## **TERMS AND CONDITIONS**

This is a part time permanent position (24 hours a week), based at The Community Farm in Chew Magna. These hours can be worked flexibly across the week if so required. Hours of work may include some early starts and some evening and weekend duties.

**Salary:** £22,000 full time, pro-rata for part time.

**Annual Leave:** 28 days a year, rising to 32 days after one years' service and 33 days after three years' service.

A full UK driving license will be needed for this role, and access to a vehicle for off-site work, when required.

The post requires a notice period of three months.