



## **Events Officer Fordhall Community Land Initiative**

Accountable to:                   Manager, Charlotte Hollins

Responsible for:                 Volunteers and contractors

Position:                         24 hours per week. Permanent.

### **Objective of the job**

To deliver events and activities throughout the year at Fordhall Farm which are engaging to all sectors of the community and which provide a surplus of funds to contribute towards our continued educational programme. To bring new audiences to Fordhall and to increase regularity of existing visitors, all whilst increasing awareness of food, farming and the natural environment.

To create and design a visually appealing quarterly newsletter to maintain the engagement of our membership and to encourage new subscribers.

### **About Fordhall Farm**

The Fordhall Community Land Initiative (FCLI) owns Fordhall Organic Farm. It is England's first community owned farm and now has over 8000 community landlords through an innovative share scheme that was launched in 2006. Registered as a charitable Industrial and Provident Society, this society was created by Charlotte and Ben Hollins, both in their early twenties, and is now developing into an exemplar project with wide reaching appeal and benefits.

Fordhall sits on the edge of Market Drayton, on the A53. It is a working farm of 126 acres producing beef lamb and pork. There are trails around the farm and provision for a range of community activities. There is a farm shop and tea room for visitors.

The organisation currently runs educational visits, a youth project, a community garden working with adults with learning disabilities, free farm trails, events, volunteering opportunities, weddings, an organic/local food café, short courses, issues newsletters to its membership and rents out yurts for glamping. It operates as a social enterprise, with all profits being reinvested to further its charitable objectives for the benefit of the community and natural environment.

There are exciting times ahead at Fordhall Farm, as we work to inspire more and more people to enjoy our beautiful natural landscape and the food produced from it. We want every one of our visitors to experience something new, exciting, and memorable – and good quality food and brilliant customer service plays a huge part in making people's days.

Our mission statement is:

“FCLI aims to improve the understanding of sustainable food and farming through the resource of Fordhall Farm, by being an integral part of the community.”

## **About the Role**

As part of our dedicated team you'll be responsible for developing and delivering engagement opportunities and events at Fordhall Organic Farm. You will engage with all sectors of our local community, individuals, volunteers and partners to deliver the Fordhall Community Land Initiatives aims. Your events will add to our existing calendar to include creative, engaging and financially sustainable activities, making the most of Fordhall and all its assets.

You will be responsible for the development of our existing free farm trails: a great tool for engaging with the community of all sectors and an opportunity to increase awareness of sustainable food production, the environment and farming.

You will find yourself working in partnership with Arthur's Farm Kitchen, the Farm Shop, Youth Project, Care Farm and other staff members on the farm to bring your vision to completion. We work as a team and events quite often affect all aspects of the organisation.

You will be leading a dedicated team of volunteers who will support your events. You will supervise them and be expected to build the team of volunteers as you build your events.

You will also create a quarterly newsletter, which informs our members of all 'farm gossip' in addition to other related/topical articles. As such it is important that you have a good understanding of all the projects and progress happening at Fordhall at all times.

This will include a large degree of manual work with the set up and clear down of events, as well as weekends, some long days and some evenings. Quite often these will be centered on events during school holidays.

We do not speculate the days worked, as these will change around each planned event, but we do expect some regular working hours in the office.

Your days will be diverse and no two will ever be the same!

## **About You**

You'll be an outstanding relationship builder and communicator with experience of developing a range of events and communications in the conservation or environmental sector. Creative and imaginative, you'll be an engaging presenter able to communicate key messages effectively to your chosen audience.

You will have hands on experience of organising events and you will be able to demonstrate your practical skills in this respect. You will be used to mucking in to ensure things get done on the ground when organising events.

Flexibility is essential and you must be willing to undertake practical, purposeful activities in an outdoor environment. You'll be able to motivate and inspire those around you. Above all, you should have a genuine interest in the aims and ambitions of the Fordhall Community Land Initiative.

## **Key results expected**

- Increase diversity and number of events held at Fordhall throughout the year
- Increase number of annual visitors
- Increase income generated through events
- Increase repeat visits to farm trails
- Increase annual newsletter subscriptions
- Maintain and develop existing farm trails

## **Key tasks**

### **Events**

- To organise and manage new events and activities which further the aims of the Fordhall Community Land Initiative and engage all sectors of the community
- Complete risk assessments for activities and sites.
- Identify and pursue sources of funding for activities to improve services and/or experiences for visitors to Fordhall Farm.
- To deliver and develop existing events at Fordhall Farm
- To work with the Marketing and Communications Officer to ensure all events are well publicised and marketed to the correct audiences to ensure their success.
- To evaluate events to ensure continued improvement
- To be responsible for budgets and Health and Safety of all events and any other related tasks that are required to ensure the event is successful.

### **Newsletter**

- To edit and design our quarterly newsletter using InDesign software
- To work with the Marketing and Communications Officer to collect appropriate articles and contributions from other staff/volunteers
- To edit the newsletter in such a way that it:
  - Builds engagement
  - Gives insight into life at Fordhall
  - Share knowledge of food / farming / environment
  - Provide opportunities for involvement
- To design and edit a children's newsletter for our young members
- To work with the staff team to coordinate newsletter stuffing days, printing and distribution.
- To develop the children's birthday offer with the Office Manager and taking it through to delivery.

## **Volunteers**

- Organise and manage volunteers during set up, clear down and during events.
- Lead volunteers working outdoors, developing their skills and ensuring their experience is enjoyable, rewarding and educational.
- Complete full risk assessments and take responsibility for the Health and Safety of volunteers whilst on site.
- Maintain an up-to-date record of all volunteers and hours contributed.
- Work with the Communications and Marketing Officer to develop, contribute to and achieve the objectives of the Fordhall volunteer strategy.

## **Farm Trails**

- To be responsible for enhancing and developing the farm trail and associated literature to enhance the Fordhall experience.
- To liaise with the youth team and contractors to ensure the farm trails remain safe for the public and well maintained.

## **Other**

- Continually increase your knowledge of rural issues, farm life and the important links between food, health and sustainability, so that this can be passed on to others
- To keep to deadlines set and work in a professional, efficient and dedicated manner
- To assist with fundraising appeals and strategies to help progress the organisation
- Continually assess your role and develop and improve it at every opportunity, to enable you to grow with the organisation
- To fulfil any other role that the organisation sees fit or is required to enable it to achieve its aims and objectives for the benefit of the community.

## **Person specification**

### **Essential Skills**

- Hands on experience of organising events both of large and small sizes
- Competent in a variety of practical work
- Experience of working with and leading volunteers on practical tasks such as events
- Excellent interpersonal and including verbal and written communication skills.
- Proficient in using IT including the use of Microsoft Office.
- Ability to work both on your own initiative and as part of a team.
- Experience of working with communities, successfully bringing people together.
- Ability to manage own budgets
- Experience creating newsletters

### **Knowledge**

- Understanding of environmental and sustainability issues
- Understanding of organic farming and its principles
- Ability to build enthusiasm for a given project.

### **Desirable**

- A relevant qualification in community work / events management / communications
- Experience of working with Adobe InDesign or similar

Salary: £18,000-£19,000 + Pension package

Holiday: 28 days pro rata