

Marketing and Communications Officer

JOB DESCRIPTION

We are looking for a passionate **Marketing Officer** to plan and oversee the Fordhall Community Land Initiative's marketing activities and campaigns. You will be the one to ensure that all marketing operations are successful in meeting the goals set by the Board of directors.

A successful Marketing officer must have great enthusiasm for all things marketing and great knowledge of relevant techniques and principles. The ideal candidate will also be an excellent communicator and will have experience in managing different marketing ventures.

RESPONSIBLE TO: FCLI Manager – Charlotte Hollins

BACKGROUND TO SOCIETY:

The Fordhall Community Land Initiative (FCLI) is a not-for-profit community benefit society, which owns and utilises Fordhall Organic Farm in North Shropshire as an educational and social resource, promoting sustainable farming and healthy living. It raised an amazing £800,000 in 2006 through a high profile national press campaign to enable Fordhall Organic Farm to be purchased by its non-profit making shareholders, of which there are now over 8000 across 25 countries. This is the first structure of its kind in the England to place farmland into community ownership. The 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.

“The 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.”

More information on the current activities at Fordhall can be found at www.fordhallfarm.com.

JOB PURPOSE:

You will work on an exciting and innovative, community driven project at Fordhall Organic Farm managing and driving forward all marketing and communications. You will help create, develop and maintain community involvement through your work, all with the aim of increasing awareness and knowledge of food and farming (especially local and organic), therefore contributing to the FCLI's mission statement.

The role includes organising, managing, leading and communicating with a wide range of very different people with varying abilities and ages. It is your responsibility to build a sense of community around Fordhall Farm. At the heart of every activity must be increasing awareness of food and farming as well as driving sales.

The overall outcome of this role is to:

- Create and develop new innovative ways to communicate the organisations message to our existing customers and to potential new customers.
- Increase trade to our enterprising activities, allowing the profits to be reinvested within our community work.
- Play a leading role to ensure the FCLI remains an exemplar project within the sector.
- To maintain and continue to build the current sense of engagement with both our local community

- Ensure all staff are aware of activities and developments throughout the enterprise – developing our internal communication procedures.

Evidence that you are achieving your outcomes will be seen through:

- An increase in visitor numbers to Fordhall Farm – both regular and annual visitors
- An increase in revenue to our enterprising activities specifically including the yurts, café, meeting room, weddings, events, and courses.
- A transition of our visitors along the engagement journey, ultimately shown through sales of shares, an increase in volunteers, increase in newsletter subscriptions, increase in unrestricted donations, increase in legacies.

KEY AREAS OF RESPONSIBILITY

Strategy

- To lead the development and implementation of a Communications and Marketing Strategy for the FCLI that is consistent with our objectives and goals.
- To monitor marketing and sales performance and adjust strategies as needed
- To ensure that all marketing operations are successful in meeting the goals set by the organisations Board of Directors

Media

- Issue press releases about developments in FCLI with the objective for regular articles (at least monthly) and content to appear across a range of regional media.

Onsite Experience / Messages

- To ensure that new visitors to Fordhall leave with an insight into what we are, why we are special and what we believe in – our USPs.
- To plan/amend and implement structures/message boards/signs and to create new avenues to communicate with visitors about what we have to offer.

Social Media

- Maintain a dynamic and engaged presence on FCLI social media.
- Delivering a crowd funding campaign in July 2018.

Website

- Continually evaluate and develop the fordhallfarm.com website. Ensuring it is driving customers to the premises, communicating our values and working as effectively as possible.

Newsletter

- To edit and design our quarterly 32 page newsletter, of The Grazer using InDesign software. To collect articles, liaise with the proof-readers and design for print.
- To develop and drive the content of The Grazer to ensure it continues to engage readers and provide them with a 'behind the scenes' view of life on the farm.

Events/Courses

- To promote onsite events and courses through social media, local press, onsite marketing, leaflet distribution and other mechanisms, ensuring we are maximising bookings.
- All design work will fall under this role, there is no in-house graphic designer.
- To attend FCLI events, ensuring we are maximising the marketing benefit and to assist with delivery and clear up.

Requirements of the role

- Previous experience in a similar marketing role.
- Ideally a degree in marketing although not essential.
- Strong and confident communicator.
- Excellent copywriting skills and experience.
- Excellent design skills including graphics and web design, ideally experience of Adobe InDesign but training will be given.
- Solid knowledge of marketing techniques and principles
- Excellent knowledge of MS Office
- Thorough understanding of social media and web analytics
- Excellent organisational and multi-tasking skills
- Outstanding communication and interpersonal abilities
- Creativity and commercial awareness
- A team player with a customer-oriented approach

Specifics

Salary: On application. We work a 40 hour week Monday – Friday 9-5.30pm. Pay is pro-rata on this basis.

Holiday: 5.6 weeks pro rata per annum. Holiday year runs Jan-Dec.

Pension: A company pension scheme exists for all employees who are eligible or who wish to join.

Hours: This post is part time. An average of 2 days a week per annum. Days are flexible. Flexibility is also required to increase hours around quarterly print deadlines for The Grazer newsletter (Feb, May, August, November).

Occasional weekend work will be required.