

JOB DESCRIPTION

JOB TITLE: Enterprise Support Officer and Receptionist

RESPONSIBLE TO: Office Manager

BACKGROUND TO SOCIETY:

The Fordhall Community Land Initiative is a not-for-profit community owned 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 now the first structure of its kind in the UK 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.

JOB PURPOSE:

You will work on an exciting and innovative, community driven project at Fordhall Organic Farm supporting the delivery of our many community enterprises, and taking enquiries and bookings from the general public. You will receive all initial enquiries into the office and be responsible for ensuring they are responded to efficiently and warmly including taking bookings for our café, workshops or our yurts.

You will also work closely with our team of committed volunteers and staff to offer administrative support to our frontline activities including events/courses, youth project, care farm, educational visits, glamping, general marketing and our café. You will be responsible for maintaining existing systems and processes as well as introducing new ones as the need arises. Keeping track of the diversity of projects and their progress at Fordhall will be a key aspect of this role.

“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.”

The overall outcome of this role is to:

- To maintain and develop efficient booking systems for events, courses, functions
- To support the expansion and development of our many strands of community work
- To continue to build a sense of involvement with our members, volunteers and customers
- To develop communication channels amongst staff to ensure all departments remain up to speed and informed.

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

- An efficient booking system and payment process is in place for all bookings
- A transition of our visitors along the engagement journey, shown through sales of shares, an increase in volunteers, increase in unrestricted donations etc.
- A seamless running of the organisation with communications running strong throughout the teams and departments
- Happy and valued office volunteers

KEY AREAS OF RESPONSIBILITY

Customer Service

- To be the first point of contact for customers to the FCLI via the phones and emails. Dealing with customer enquiries in a pleasant, welcoming and efficient manner. Direct communication with customers and shareholders should always be prioritised over other internal tasks.
- Deal promptly with all incoming enquiries and complaints, passing to appropriate personnel and ensuring they are logged appropriately for follow up.
- To welcome all visitors to the office and ensure they are made to feel welcome and offered refreshments whilst they are in the office.
- To administer bookings and take payments for courses, café reservations, functions, yurts, events etc.
- On occasion shareholders and volunteers will come into the office for some social interaction and for updates on Fordhalls progress. It is part of this role to be responsible for offering this to shareholders/volunteers to relieve the pressure on management.

Media

- Support other staff, volunteers and board members at FCLI to write articles, blogs and other content for publication
- Assist the marketing officer to maintain the Facebook page, helping to keep it live and engaging with regular 'what's happening on the farm posts' as well as selling our products and services.
- Assist with internal displays of all promotional materials for events, products and services

Office Volunteers

- To ensure there is an up-to-date record of all volunteer details and volunteer hours.
- To allocate some of your role to office volunteers, answer their questions, ensure they fully understand their job and are happy with their work.

Enterprise Support

- To offer general administrative support to all parts of the organisation including educational visits, care farm, Arthur's Farm Kitchen, events, board meetings and general day-to-day running of the organisation. This includes extensive work on excel spreadsheets for recording, checking and sorting.
- To ensure that all HLS visit forms are recorded accurately and kept up to date and to compile the information to send to Natural England.
- To coordinate volunteer stuffing days with the Office Manager, including sourcing quotes for printing.
- To order office stationery/equipment as necessary and to always look to achieve best value.
- To ensure you have a clear understanding of what's happening within the organisation and on the farm at any given time and that this is communicated on a regular basis to other staff, project leaders and volunteers through e-memos or other suitable methods.
- To keep track of all staff and volunteers birthdays and arranging cards to be signed and that a card and a cake are delivered to staff/volunteers on or around their birthday.
- Any other activities that relate to office administration that are not explicit above but which are required for successful running of the FCLI.

Other

- To ensure there is an up-to-date record of all volunteer details and volunteer hours
Assist with checking yurts are to required standard for guests and helping to look after their needs during their stay

- To attend all major events at the farm (generally 4 weekends per year) and to assist in setting up and clear down. This can be physically demanding.
- To offer support where required to other activities within the Fordhall Community Land Initiative to ensure their success and high standard.
- 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 to develop and improve it at every opportunity, to enable you to grow with the organisation
- To play your part in ensuring our office environment is well organised, clean and tidy.
- To implement in association with other staff members, innovative ways of increasing local and wider community involvement with Fordhall Farm with the aim of increasing awareness of food and farming.
- To actively contribute to the improvement of procedures and processes within FCLI.
- We work as a team and as a result, there may be tasks you are asked to do in other departments to enable the FCLI to achieve its aims and objectives for the benefit of the community.

PERSON SPECIFICATION

ESSENTIAL

Experience

- Working in a dynamic and busy office environment – experience of at least 2 years required.
- Using Facebook, Twitter and other forms of Social Media, ideally experience in using them as a marketing tool.

Skills

- Excellent IT skills – specifically email, Windows 10, Office 2013 word processing & excel spreadsheets. This must include experience in manipulating excel spreadsheets.
- An excellent ability to multi task be incredibly organised and pay attention to detail is crucial to this role.
- Confident, energetic and engaging interpersonal and written communication skills
- Must be able to demonstrate excellent and appropriate use of the English language within a diverse range of communication methods.
- An ability to work both on your own initiative and as part of a team
- An ability to work to deadlines.
- An evidenced aptitude for numbers.

Values

- A belief in the value of grassroots action and community empowerment.
- Enthusiasm for Fordhall and high levels of self-motivation.
- Positive outlook – every obstacle is a challenge to overcome and an opportunity to learn.

Knowledge

- A passion for and understanding about organic food production and its importance to future sustainability.

- An understanding of what a social enterprise is and how it works.

DESIRABLE

- Experience of managing and working with volunteers, schools, people with learning disabilities and mental health service users.
- Group facilitation skills
- Experience in leading or training others
- Qualifications in Business Administration

Summary:

Hours minimum of 16 per week split over 4/5 days.

Holiday: 5.6 weeks

Pay: Dependent on level of experience