



## **Communications and Event Officer**

### **Job Description October 2024**

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**Location:** TBC, site within 15 miles of Oxford. Main office Eynsham

**Hours:** 15 Hours (0.4 FTE)

**Salary:** £27,000 (FTE) pro rata

**Contract:** 3 years fixed term

**Reports to:** CEO

**Reports:** None

**Annual Leave:** 25 days + bank holidays (pro rata)

Since 2013, FarmAbility has been supporting learning disabled and autistic adults in Oxfordshire, running an outdoor day service for co-farmers (our participants), across multiple sessions each week throughout the calendar year on various farm and garden sites. Currently we work with over 65 people each week. When our co-farmers come to us they get involved in a wide range of purposeful, real-life farm and nature based tasks. Co-farmers also have the opportunity to socialise with others and form friendships. There are always new people to meet and lots of opportunities to interact with others from all sorts of backgrounds at a FarmAbility day.

#### **Role description:**

Our new Communications and Events Officer will be central to our publicity and social media strategy going forward. They will support us to develop a coherent, data compliant approach to sharing our news, updating our platforms (website, social media) and developing hard copy materials such as leaflets and easy read information to share with our growing community. They will also take on the planning, preparation and delivery of our community facing events, working collaboratively with the rest of the team to ensure we are able to deliver at least 2 seasonal family friendly activities each year and at least 2 community fundraising activities. They will collaborate closely with the Fundraising Officer to ensure that we also produce materials to enable people to fundraise and awareness raise for us in their own communities. They will be outward looking, helping us to connect with colleagues from other organisations and collaborate on issues of joint concern and enable us to take part in national focus days around social farming, nature restoration and learning disability support.

This is a multi-faceted role, with opportunity to grow and develop. You'll work with colleagues across the organisation. There is scope for this individual to take on more advanced tasks in future, should the individual desire to develop in the role.

FarmAbility is a warm and friendly place to work and we put a lot of store on creating strong team relationships and a flexible, accommodating work environment. All staff share our goal of a more inclusive society and a determination to enable co-farmers to achieve positive outcomes and experiences within our service.

## **Role responsibilities:**

### **Communications-Strategy, Planning and Delivery**

- Assist the CEO in the development of a new FarmAbility communications strategy to promote services, campaigns, and events.
- Produce high-quality written content for a variety of communication channels, including website updates, newsletters and press releases.
- Ensure all communications align with FarmAbility's brand and values with a view to develop a consistent 'voice'.

### **Social Media Management**

- Develop, schedule, and publish engaging content across all social media platforms (e.g. Facebook, Instagram), ensuring consistency in messaging and co-ordinating with other members of the team who help with content posting.
- Monitor social media channels, responding to comments and messages, engaging with followers, and growing the online community.
- Use social media analytics tools to better understand our reach and effectiveness, and create recommendations to improve both.
- Plan and execute targeted social media campaigns to raise awareness of specific initiatives, events, or fundraising activities.

### **Event Planning and Management**

- Plan, organise, and manage at least 4 annual events aimed at our supporter community and for fundraising purposes, working together with other team members to ensure smooth planning and execution and timely review of activities and experiences afterwards.
- Develop promotional materials for events, including digital and printed content, and manage event promotion across social media, email campaigns, and other channels.

### **Print and Digital Marketing Materials**

- Co-design and produce printed materials, such as leaflets, brochures, posters, and flyers, to support the organisation's activities, events, and campaigns.
- Co-write, design, and distribute regular newsletters to stakeholders, ensuring relevant, timely, and engaging content.
- Work with colleagues to update our website, ensuring that all information is current, engaging, and accessible.

### **Collaborative Working**

- Support CEO to develop procedures for best practice use of ipads, mobile devices and other media linked kit.
- Work collaboratively and communicate effectively with all colleagues in the team to ensure the successful delivery of our programmes. Respond promptly and appropriately to daily, weekly, monthly team communications.
- Take on additional responsibilities appropriate to the post as required (for example when new projects are implemented within FarmAbility).
- Take part in FarmAbility team activities and community events, being a reliable and supportive member of the team to colleagues and participants.

<b>Person Specification</b>	<b>E (essential) D (desirable)</b>
Experience in liaising with the media and securing coverage for campaigns or events.	D
Experience with email marketing platforms (e.g., MailChimp) and basic website content management (e.g., WordPress).	D
Proven experience in a communications or marketing role, preferably within a charity or non-profit organisation.	D
Experience in planning and managing events, including logistics, promotion, and evaluation.	D
Proficiency in using design tools such as Adobe InDesign, Canva, or similar to create marketing materials (leaflets, brochures, etc.).	D
Demonstrable experience managing social media accounts, developing content, and analysing engagement.	E
Excellent written communication skills with the ability to write clearly and persuasively for a range of audiences.	E
Strong organisational skills, with the ability to manage multiple projects and meet tight deadlines.	E
Collaborative and willing to work closely with colleagues across the organisation.	E
Meticulous in proofreading and ensuring accuracy in all communications.	E
Competent in use of Microsoft Office suite of programmes and digital communications.	E
A commitment to FarmAbility's ethos, and a determination to enable co-farmers to achieve positive outcomes.	E
Ability to work independently and with initiative	E

FarmAbility welcomes applications from all parts of our community. We value diversity and seek to promote inclusion, which we demonstrate through our activities, as well as in our policies and working practices. Successful applicants are required to undertake an Enhanced Disclosure via the Disclosure and Barring Service (DBS).

**To apply, please send your CV and a supporting statement of no more than 2 sides of A4, detailing how you match our person specification, along with a completed Diversity Monitoring form, to [jobs@farmability.org.uk](mailto:jobs@farmability.org.uk)**

**The closing date for applications is midnight on Sunday 10th November.**

**Interviews will be held the week commencing Monday 25th November.**

Issue date: October 2024