



Communications & Marketing Officer

Job Description and Person Specification



FARMS FOR
CITY CHILDREN

Job Description – Communications & Marketing Officer



Summary

The Communications & Marketing Officer is responsible for producing and managing high quality content on the Farms for City Children website, social media channels and other communications assets which will promote and raise awareness of the charity to existing and potential donors, partners, schools, and groups, supporting the charity's fundraising efforts and recruiting new beneficiaries to the farms.

Responsibilities and Accountability

- Contribute to the Farms for City Children communications strategy, particularly with regards to how social media and digital content is used to drive engagement with the charity and generate income via fundraising and sales.
- Work closely with the colleagues, visiting groups and external partners to identify and produce creative and engaging content (sharing stories and impact) for use across the charity's communications channels, including social media, website and direct communications.
- Research and manage production of multi-media content including self-shooting and editing of video content where appropriate.
- Work collaboratively with the Fundraising and Partnership teams to content for newsletters, email updates, leaflets, press releases, and fundraising campaigns.
- Work with the Communications & Marketing Manager to deliver a calendar of compelling content across all social media channels including both paid and organic content, ensuring that all communications are delivered within brand and tone of voice guidelines.
- Create design materials including leaflets, posters and toolkits and support colleagues to create materials that are in line with Farms for City Children branding and tone of voice.
- Act as an expert enabler, providing advice and support to colleagues on communications and engagement activities, including developing templates and toolkits.
- Work with the Communications & Marketing Manager to proactively identify media opportunities that would increase the reach of the charity, including supporting the development of pitches and media releases.
- Support the Communications & Marketing Manager on media relations activity, including regional, national and broadcast opportunities, liaising with journalists and producing briefings where required.
- Develop and implement website content, including news stories and blogs, to ensure the Farms for City Children website remains engaging and accurate.
- Manage media assets for the charity including video, photography, graphics and audio, ensuring they are accessible to colleagues and used appropriately.
- Analyse and report on digital content performance across all channels and share learning with colleagues to promote continuous improvement.

These duties are not exhaustive, and you will be required to undertake other duties outside of this job description as required to fulfil the role.

Person Specification – Communications & Marketing Officer



Experience, Knowledge & Skills

Essential

- Experience of using Hootsuite or similar tool to manage multiple social media channels.
- Ability to schedule, script, storyboard, record/shoot, edit and produce audio and video content.
- Ability to plan, shoot and edit photographic content.
- Demonstrable experience of using Adobe Creative Cloud Suite.
- Ability to use multimedia content as an emotive and engaging storytelling medium to sensitively engage with beneficiaries and the groups that support them.
- Ability to conceive, design and build digital and print materials as required.
- Ability to develop content that adheres to brand and tone of voice guidelines.
- Strong understanding of how to engage audiences via social media platforms.
- An understanding of SEO.
- Ability to write compelling, channel-appropriate copy.
- Knowledge of the current digital landscape and emerging trends.
- An interest or affinity with the charitable aims and objectives of Farms for City Children.
- Excellent written and verbal communication skills.
- Full, clean driving licence.

Desirable

- An understanding of fundraising communications, in particular donor acquisition campaigns
- Experience of media relations
- Experience of data management to support communications activity, including use of CRM systems.

Professional Attributes

Essential

- Self-motivated, adaptable, and flexible.
- Ability to establish, maintain and influence positive relationships with staff and external stakeholders
- Excellent interpersonal and team working skills
- Highly organized with the ability to prioritise, meet deadlines and deal with conflicting tasks and workloads.
- A keen eye for detail and accuracy

Desirable

- Experience of working in the educational, charitable, or agricultural sectors.
- Strong analytical skills across digital channels and the ability to convert to layman terms
- Knowledge of GDPR and implications for charity and young people.