

Communications & Marketing Officer Information Pack – January 2025

Information about Farms for City Children

About us:

Founded by Lady Clare and Sir Michael Morpurgo in 1976, Farms for City Children is a charity enabling children from under-served communities to experience the adventure of working together on our farms in the heart of the British countryside.

We exist to remove the barriers that prevent children and young people from urban areas having meaningful access to the natural world. Through a week on one of our three farms, Nethercott House in Devon, Lower Treginnis in Pembrokeshire, and Wick Court in Gloucestershire, children and young people experience increased learning and engagement, improved connections and wellbeing, and leave us with an enhanced sense of environmental citizenship.

Whether they stay for a whole week with their school or come with a local group for a day visit, this unique experience can be life changing. Visiting children are immersed in the natural world of food, farming, and countryside life where they participate in the seasonal tasks of the day: sowing, growing and harvesting in our kitchen gardens, caring for livestock and looking after the land, and a variety of tasks designed to build greater connection with the natural world like beekeeping, biodiversity walks, and birdwatching.

At our heritage farms, and in partnership with our commercial farming neighbours, children experience the benefits of collaboration, enjoy plenty of physical activity, good food, and fresh air, and discover the magical rural environment that is full of new words, sounds and experiences to inspire their creativity. Spending time working alongside real farmers fosters children's independence and helps them to grow in confidence, develops their self-esteem, and encourages them to become more resilient.

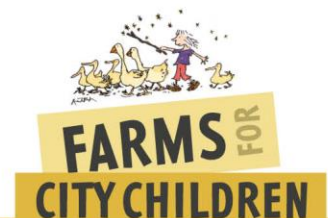


Further details about the Charity are available on our website www.farmsforcitychildren.org.

Working for us:

If you join our team, you will work alongside some hugely passionate and talented people who are focussed on providing children with a life-enhancing experience on one of our farms that they will always remember.

Our workforce is located across England and Wales, but the geographic spread does not impact the "one team" culture that sets us apart. We are a friendly and welcoming team who are incredibly proud of the work we do.



We are looking for someone who is living in South West England or South East Wales, as whilst this role is mainly home based there will be regular travel to the farms and as such we need to ensure travel costs are manageable for the charity. You will need to be comfortable working remotely. Your visits to our farms to meet the farm teams will allow you to develop a deep understanding of the farm offering to inform our communication and marketing strategy. Regular staff meetings are held to keep everyone involved and informed, and to celebrate our shared successes and opportunities. We also hold an annual get together which takes place on one of our farms and enables everyone to meet in a more social setting.

We see huge value in diversity and want to recruit the best people for our Charity to reflect the beneficiaries that we serve.

Job title:	Communications & Marketing Officer
Reporting to:	Communications & Marketing Manager
Key Relationships:	Communications & Marketing Manager, Fundraising Team, Partnership Team, Farm School Managers.
Overall Purpose of Role:	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.
Salary:	£28,000 per annum
Contract Type:	Full-time, permanent
Hours of Work:	The post is a full-time role working 35 hours per week over five days. Our usual office hours are Monday to Friday between 9:00am and 5:00pm. A degree of flexibility is available in the working pattern for this role, so someone wishing to work 30 hours per week would be considered
Location:	The majority of the work will be home-based, but due to the farm locations we are looking for someone based in the South West England or South East Wales to ensure that travel expenses are manageable for the Charity There will be regular travel to the Charity's three farms in Devon, Pembrokeshire, and Gloucestershire. A full driving licence is essential as the farms are in remote locations and not accessible by public transport.
Other Benefits:	25 days annual leave plus 8 bank holidays Employee assistance scheme



	Pension scheme – 6% employer contribution, minimum 2% employee contribution
Pre-Employment Checks	This post is subject to a satisfactory enhanced Disclosure and Barring Services (DBS) check, and 2 satisfactory references from previous employers.

How to Apply:

Thank you for your interest in working with us.

Please complete the application form and equal opportunities form. These will be the basis for the shortlisting. CV's will not be accepted.

We are working hard to ensure we recruit great people and minimise unconscious bias in our selection process. As such your application will be anonymised before it is submitted to the selection committee.

Information about the Recruitment Process:

Closing date: Midday on Friday 24 January 2025

Interview panel: Jo Wild (Communications & Marketing Manager)
Donna Edmonds (Chief Executive)

Interviews: Tuesday 4 February 2024 (online)

