



Communication and Marketing Manager Information Pack – July 2024

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.

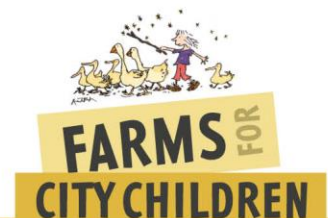


Further details about the Charity are available on our website www.farmsforcitychildren.org.

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 the UK 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.



The role is home based; as such you need to be comfortable working remotely. This role will require travel to our farms to meet the farm teams and 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 and Marketing Manager
Reporting to:	Chief Executive Officer
Direct Reports:	Communications Officer
Key Relationships:	Fundraising Team Partnerships Manager and Sales Team Farm School Managers and Farm Teams
Overall Purpose of Role:	This new role is introduced to support the roll out of our new strategy which launches in September 2024. Working closely with the CEO along with a range of stakeholders you will: <ul style="list-style-type: none"> • Raise the profile of the charity by creating high quality, sector leading campaigns which will increase brand awareness • Deliver engaging communications using a variety of platforms to secure a pipeline of farm residential bookings • Raise income by communicating the charity’s mission, vision and values to attract new supporters and retain existing ones.
Salary:	£38K
Contract Type:	Permanent
Hours of Work:	Full time – 35 hours per week
Location:	This job will be home based, but with regular travel as required to our three farms in Devon, Gloucestershire, and Wales. There is also an office in the outskirts of Exeter.
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 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 attached 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: Friday 9th August 12 noon

Interview panel: Donna Edmonds – CEO
Tim Rose – Head of Operations

Timeline: Shortlisting will take place week commencing 12th August.

Interview Process: Interviews will take place via Microsoft Teams

Pre interview activity – You will be required to prepare a one-page Marketing and Communication strategy setting out your vision for raising the brand awareness of the Charity and delivering communications that generate sales and fundraising income. You will be required to talk through this at your interview.

Interview Date: Tuesday 20th August

