



Job Title: Marketing Manager (with digital expertise)
Start Date: January 2026 or as soon as possible
Hours: 4 days per week / 30 hours, with some flexibility on days and hours worked
Salary: £32,700 FTE (£16.78 / hour)
Contract length: 12 month fixed term initial contract, with potential for permanent extension
Probationary period: 3 months
Location: [Sutton Community Farm, SM6 0SH](#): mixture of remote and on site working
Deadline: 11pm on Sunday 16th November

Sutton Community Farm is looking for a Marketing Manager with a strong digital skillset and interest in content creation to join our small and passionate team. This is a role with a balance of creative freedom and defined strategic goals. It is a great opportunity to join a community-owned organisation with a clear business plan and a commitment to investing in our marketing and digital infrastructure.

If you have any questions about the role, please contact alice@suttoncommunityfarm.org.uk, including if you would like to request any adjustments to the application process. We look forward to receiving your application!

Sutton Community Farm

Sutton Community Farm is London's only community-owned fruit and veg farm, growing more than 15 tonnes of fresh food every year and delivering fruit and veg to 450+ households on a weekly basis. Our business model supports the livelihoods of many other organic farmers through trade, and our online farm shop delivers seasonal, organic food across South London.

Each week we welcome up to 80 local volunteers to get involved in all areas of farm activities. All aspects of the farm – our ownership, labour force, and beneficiaries – are embedded in the community.

We offer training opportunities to budding farmers and food growers, and have further links to the local community through our Veg for Charity initiative. Having a positive social and environmental impact is core to our mission, alongside providing opportunities for local people, and supplying nature-friendly food to many homes across the city.

See [our website](#) for more information.

The Role and Key Responsibilities

This is a pivotal creative and strategic role within our small, mission-driven team. Over the past year, this position has significantly developed the foundation of the digital marketing infrastructure at Sutton Community Farm. We're now looking for someone who can take ownership of the marketing processes that have been put into place and carry on the work required to fulfill our 5-year business plan.

This role requires both a hands-on content creator and analytical strategist. On one hand, you'll spend significant time capturing photos and videos on the farm, designing graphics in Canva, writing engaging copy, and bringing our story to life across all digital channels. On the other, you'll also manage the strategy, analytics, and technical implementation that makes it all work.

This role consists of mostly digital marketing responsibilities (80%), but also requires some offline marketing activities (20%). The ability to strategically prioritise is a critical component of this role, to work within the resource and budget constraints at the farm.

Key Responsibilities

Strategy and Analytics

- Develop marketing strategies (bi-annually), set KPIs based on customer acquisition targets, and prepare monthly reports
- Monitor and allocate budget efficiently using data to inform decisions

Manage Marketing Activities

- Develop and execute biannual marketing campaigns from concept to delivery, coordinating with the operations/customer service team
- Create and manage digital ads, set budgets, monitor performance, and report on ROI
- Plan, coordinate and execute offline marketing campaigns like flyering, PR opportunities, external events, or in-the-field sales.
- Build relationships with any kind of strategic partner; develop cross-promotions

Content Creation

- Capture photos and videos on the farm and create engaging content (reels, graphics, posts) that follow brand guidelines with compelling copy across all platforms (Instagram, Facebook, occasionally LinkedIn, website, email, print material)
- Maintain organised content archives and coordinate with the farm team to gather stories and seasonal highlights

Social Media Management

- Manage and grow social media accounts with consistent posting, active community engagement, and monthly performance tracking
- Plan and execute paid social campaigns targeting new audiences

Email Marketing

- Lead email marketing activities, including growing our audience and managing audience segmentation
- Liaise with other staff members to send out monthly newsletters and contribute to weekly customer emails
- Develop re-activation sequences and track email performance metrics

Website Management

- Keep website content current, implement SEO best practices, and update product imagery when necessary following website design principles
- Review monthly analytics and collaborate with website partners on technical issues

A note on our dynamic roles: Sutton Community Farm's roles are defined to a certain extent, and our staff understand their key responsibilities and aims when they start. However, the shifting priorities of the farm and our small team demand flexibility, and we don't want to restrict people by their title or their function. We regularly review the farm's strategy, and give all staff the opportunity to shift to roles which align their skills and interests with the needs of the farm.

Our Ideal Candidate

Creative and technical content creation

- Proven ability to create engaging photo and video content for social media (we will request links to portfolio examples in the application form)
- Confident using smartphone and/or camera to capture compelling content in varied environments
- Strong video editing skills for creating reels and short-form content
- Proficient in Canva (or similar design tools) with an eye for visual consistency
- Excellent copywriting skills with the ability to adapt content for different platforms and audiences

Digital marketing expertise

- Demonstrable experience managing social media accounts and growing engaged communities
- Hands-on experience with paid advertising (Meta Ads, Google Ads)
- Strong analytical skills and comfort working with data from Google Analytics, Google Search Console, Meta Business Suite, and email platforms
- Experience with email marketing platforms (ideally Mailchimp)
- Understanding of SEO fundamentals and website content management
- Process-oriented approach to managing content libraries, campaigns, and reporting

Desirable

- Experience marketing for small businesses, B2C retail or e-commerce, social enterprises, or mission-driven organisations with smaller budgets
- Knowledge of emerging social media trends and willingness to experiment with new formats
- Familiarity with community organising or volunteer engagement
- Understanding of sustainable food systems and local food movements

Benefits

- 45% staff discount on the farm's online shop
- 3% Employer contribution to Pension Scheme
- Personal training budget, for relevant training or conferences
- Flexibility on working days and hours (in agreement with the rest of the team)
- 25 days paid holiday + bank holidays pro rata
- Salary increases as you become more experienced and established at the farm (up to 10% after four years)
- Six therapy sessions paid for by the farm

Our Team

Diversity matters to all of us at Sutton Community Farm. We have a working environment where we value and respect each person's unique contribution. Diversity helps us identify where change is needed and what is required to promote equity, as well as reflect the concerns of our community.

We are committed to equality of opportunity and welcome applications from individuals regardless of age, gender, ethnicity, disability, sexual orientation, gender identity, socio-economic background, religion and/or belief. We are committed to our [Equal Opportunities Policy](#) and we have taken steps to ensure our application process and workplace promote equality and inclusion, for example:

- Using an application form rather than a cover letter, so we can review your application anonymously and only use relevant information to shortlist candidates
- Actively supporting flexible working, part time roles and job shares
- Staff-led training and initiatives on subjects of anti-racism, equality and inclusion
- Access to interest free loans to assist with travel expenses or similar
- Developing a safer spaces agreement for our farm community

How to Apply

To apply, please complete the [application form](#). You can preview the form questions below.

Please also fill in our [Equity and Representation Monitoring form](#) (this is not compulsory, and information will only be used in aggregate to monitor who we are reaching).

Candidates that are invited to attend interviews will be asked to provide references.

Deadline for applications: 11pm on Sunday 16 November

Date of interviews: Face to face interviews expected to be held at the farm on 27 and 28 November

Start date: To be agreed with the successful candidate - as soon as feasible after recruitment

The application form is a Google form, to make it easy for us to review applications anonymously. You will not be able to save progress halfway through. We suggest you write your answers in a separate document and copy and paste them in when you are ready to submit. The questions are as follows:

1. Please describe a marketing strategy you developed or contributed to for a business or brand (ideally a B2C retail business and/or in the sustainable/food sector, but not essential). In your response, consider addressing the following questions: What was the specific business

outcome or challenge you were addressing? What marketing objectives did you set to achieve this business outcome, and why did you prioritise these? Which marketing channels did you use, and how did you decide to allocate your time/budget across them?

2. Please share links of 3-5 examples of digital content you've created (social media posts, reels, ads, or graphics). For one example, briefly explain: What was the goal? How did you technically create it? What was the result or impact? (max 1500 characters)
3. Please give an example of a digital marketing campaign you have delivered. Please give some context and then describe what you did, what the results were and what you learned. (max 1500 characters)
4. Please rate your proficiency with the following tools using the categories: Beginner (little to no hands-on experience) / Intermediate / Advanced / Expert (5 or more years of hands-on experience):
 - CapCut or Instagram for editing reels/short-form content or similar tool (please specify)
 - Canva or similar tool (please specify)
 - Meta Business Suite / Meta Ads Manager
 - Google Ads
 - Google Analytics / Search Console
 - Mailchimp or similar tool (please specify)
 - Website design (we use a veg box-specific website builder that is comparable to more intuitive website builders like Shopify or SquareSpace)

Thank you for your interest in working with Sutton Community Farm. We appreciate the time and effort you put into your application.

If you have any questions about the role, please contact alice@suttoncommunityfarm.org.uk, including if you would like to request any adjustments to the application process. We look forward to receiving your application!