**Job Description: Marketing & Communications Officer**

**Reporting to**: Training and Development Manager

**Hours:**  0.6 FTE / 22.5 hours (3 days) per week, to include Tuesdays

**Salary:** Banding between£24,074 and £26,580 pro rataFTE 37.5 hours per week

**Location:** Bristol, BS3 4NA, with flexibility for some home working

**Contract:** Permanent. As with all positions within a charity, this is subject to funding.

**Job purpose:**

1. To promote the activities and services of SF&G, and those of our members to a range of audiences through channels including social media, newsletters, visual assets.
2. To raise awareness of the charity’s work through regional and national press coverage.
3. To work with colleagues to maintain a consistent organisational voice, brand and online presence across the UK-wide organisation.

**Responsibilities and Key Tasks**

* Management and growth of the SF&G UK social media accounts (including but not limited to Facebook, Twitter and Instagram).
* Research and create engaging and relevant content that promotes our work - for both online and printed publications including case studies, factsheets, newsletters, leaflets, training resources etc.
* Day-to-day oversight and management of the SF&G website and web content, and liaising with our web developer.
* Providing communications, marketing and promotion support, in partnership with colleagues, for programmes and country-specific work in Scotland, Wales, Northern Ireland and Europe, as well as UK-wide.
* Use Canva Pro to create branded content and devices, including documents, images and short videos, and ensure that the brand of the organisation is consistent and applied throughout all internal and external communications.
* Liaising with and responding to media personnel to encourage coverage of SF&G activities in national and regional press.
* Build and maintain relationships with key contacts across the UK media and provide relevant information/publicity as required, including drafting press releases, responding to press enquiries and pitching/writing articles for external publications.
* Monitoring and managing internal communications to ensure all comms are in line with organisational branding.

**General duties:**

* Take responsibility for your own safety and ensure that colleagues and visitors are not exposed to danger.
* Work effectively and considerately with other Social Farms & Gardens employees and volunteers to promote the aims and objectives of Social Farms & Gardens and present a positive image of the of Social Farms & Gardens to members and the public.
* Abide by SF&G policies and endeavour to follow good working practice at all times.
* Undertake such other duties as may be reasonably requested by your line manager, including completing appropriate training.

**Further Information**:

**Pension:** 5% of above salary for standard contracted hours after successful completion of a 3-month probation period.

**Holiday:** 33 Days holiday (inclusive of bank holidays) Pro-rated based on 37.5 hours per week FTE,

**Support**: Regular work review sessions (every 4-6 weeks for part-time staff) and an annual appraisal will be held with your line manager.

**Location**: Head Office – Bristol. This position is currently Hybrid with some home-working, however, after training / handover 100% home-working may be considered for the right candidate (based on experience). Occasional travel to other parts of the UK may be required.

**Person Specification:**

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| Essential | Desirable |
| Qualifications | |
|  | Educated to degree level |
|  | Qualifications in English, design, web design or IT |
| Experience | |
| At least one years’ experience in an equivalent role | Working in the charity/third sector |
| Managing multiple professional social media accounts | Working in a dispersed team |
| Managing and writing web content | Production of newsletters and newsletter templates |
| Use of Drupal, or equivalent | Use of MS 365 software packages, including Teams, Sharepoint and Outlook. |
| Use of Canva or comparable design software | Use of desktop publishing software |
| Producing press releases and related materials |  |
| Marketing and promoting services to a range of audiences |  |
| Successful implementation of a marketing and communications strategy |  |
| Knowledge | |
| CiviCRM, or equivalent CRM | Database management |
| Branding | Understanding of and passion for the community growing sector, and the work that SF&G members do |
|  | Understanding of the benefits of gardening and green spaces for people, wildlife and climate |
| Skills (all essential) | |
| Excellent writing, grammar and proof-reading skills | |
| Ability to write and produce content for a range of audiences | |
| Excellent verbal communication and teamworking skills | |
| Excellent computer skills, including a detailed working knowledge of Microsoft Office | |
| Self-motivated, confident and able to work unsupervised, taking and using initiative when required | |
| Highly organised, with the ability to work in a fast-paced environment, manage own workload, and meet deadlines | |
| Attention to detail, with a good eye for design | |