Sept 2019

Wales Communications Worker

Dear applicant,

Thank you for your interest in this post. Please find enclosed some background information and other details to help you decide whether to apply for the position. In the interests of equality CVs will not be accepted. Applicants will be assessed on their ability to meet the criteria listed in the person specification below.

Enclosures:

* Background information
* Job description
* Person specification
* Application form
* Equal opportunities monitoring form

Applications can be submitted either by email to [recruitment@farmgarden.org.uk](mailto:recruitment@farmgarden.org.uk) or by post to the Cardiff address below. The closing date is **midday, Monday 21st October 2019**. Interviews will be held on **Tuesday 29th October 2019** in Cardiff.

If you wish to have an informal discussion about the post, please contact me at [nicola@farmgarden.org.uk](mailto:nicola@farmgarden.org.uk) or tel: 029 20225 942.

Yours faithfully,

**Dr Nicola Perkins**

Wales Manager

Sept 2019

Background information for the post of Wales Communications Worker

About Us

Social Farms & Gardens is the result of a merger between two existing charities:

* The Federation of City Farms – a UK-wide charity, established in 1980, with a strong track record in partnership and project working. It provided support services and advocacy for community managed farms and gardens which have become increasingly popular in the last few decades - today there are more than 2,500 of these local groups and an extensive community growing sector.
* Care Farming UK: was set up to promote and support Care Farming – the use of farming activities for therapeutic purposes. Care farms provide health, social or educational care services for individuals from one or a range of vulnerable groups. It provided a central voice and supportive services for care farmers, to inspire decision makers.

Social Farms & Gardens provides support and a national voice for a broad spectrum of initiatives, which are united by one thing – they use land-based activities to benefit individuals and communities. Our advice and guidance will help them tackle problems associated with today’s increasingly fractured and disconnected society, where many people feel left behind or ignored, marginalised and lonely. This often has a huge impact on their health and well-being, which in turn puts pressures on social services, the health and education sector, and even the police and probation services.

Care farms, city farms, community gardens and other outdoor spaces can offer individuals with a defined need and their communities the opportunity to connect with the land, leading to enormous social, therapeutic and educational benefits.

We will also be concentrating on advocacy at policy-maker level, providing a voice for the thousands of gardeners, growers and farmers whose passion, vision and innovation improves the lives of millions of people.

About the role

We are currently looking to recruit a positive, highly organised and pro-active Wales Communications Worker to work with our team across Wales. The Wales Communications Worker is expected to work closely with the Wales Manager and team, playing a key role in the smooth running of the organisation.

This will be a new role within the organisation and will work closely with the Communications Coordinator based at our Head Office in Bristol, providing our UK Office with support where capacity allows.

We are moving into the exit strategy phase of our current funded project so will be looking for support to deliver events (pre, during and post event publicity and admin), and to communicate our project outcomes (supporting facilitation of evaluation, creation of case studies, publicity). There will be a degree of support delivered through face to face contact with community groups and partner organisations.

**The successful candidates will:**

* Be flexible, adaptable with excellent time management skills.
* Have excellent attention to detail.
* Be positive, have lots of initiative and a can-do attitude.
* Be calm and have the ability to work effectively under pressure.
* Confident in making decisions.
* Have excellent IT skills including social media.
* Be an excellent communicator.
* Understand how to work effectively with a remote team.

We are a small team and we really want someone who is prepared to hit the ground running, use their initiative, work hard, and can cope with distractions, as well as retaining a sense of proportion and good humour at all times!

The Wales Communications Worker will often be the first point of contact for external parties and depended upon by the Wales Team for a variety of functions. We need someone who is passionate about running a smooth operation, providing support to both the local office and the remote Wales team, as well as working with the central UK staff and our funders.

Job Description: Wales Communications Worker

**Responsible to:** Wales Manager

**Responsible for:**  This post will involve close liaison with other members of the Wales team and our Bristol-based UK Communications team, as well as occasional liaison with external suppliers and freelance workers.

**Hours:** Up to 22.5 hours (three days) per week, potential to combine with Wales Administrator role also being recruited to be full time (37.5hrs).

**Location:** Offices based in Cardiff, Newtown, Bangor, Bristol. Other locations considered however travel to one office would be needed every Tuesday.

**Duration:** Fixed term to 31st March 2020 (funding extension being sought)

**General information:** This post will provide admin support in Wales for Social Farms & Gardens. The post will require regular liaison with Social Farms & Gardens staff regarding day-to-day work management.

**Job purpose:**

To provide promotional, marketing and operational support to SF&G in Wales, including contributing content to website pages, social media and information resources, raising SF&G’s profile with key audiences, and providing support to community growing groups to improve their own promotion and communications.

**Responsibilities and key tasks:**

In liaison with the Wales and Communications teams:

* Work with relevant colleagues to develop and deliver a promotion and communications strategy that will respond to and generate interest in community growing and build SF&G’s reputation in Wales.
* Build and maintain relationships with key contacts in Welsh media and provide relevant information/publicity as required, including drafting press releases, responding to press enquiries and pitching/writing articles for external publications.
* Publicise SF&G services to community growing groups across Wales, including through promotion for events and training.
* Provide advice and support to community growing groups to improve their own promotion and communications.
* Update and edit content on SF&G’s Wales website pages, ensuring that they are an easily accessible source of information and that information is current and relevant.
* Update SF&G social media feeds for Wales, including providing blog posts.
* Compile e-newsletters or e-bulletins for distribution to SF&G members and other organisations within Wales.
* Research and write content for online and printed publications, including case studies, factsheets, newsletters, leaflets, training resources and exhibitions.
* Update and share records for PR contacts, press content and promotional images on relevant SF&G’s databases (Civi CRM).
* Ensure that information resources are available in both Welsh and English, liaising on design and translation as appropriate.

• Monitor and evaluate the impact of work undertaken, particularly in relation to press and social media.

**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 employees and volunteers to promote the aims and objectives of Social Farms & Gardens and present a positive image of Social Farms & Gardens to members and the public.
* Abide by the Social Farms & Gardens’ policies and endeavour to follow good working practice at all times.
* Undertake such other duties as may be reasonably requested by your line manager or the Chief Executive, including completing appropriate training.

### Further information:

Salary: Social Farms & Gardens Grade D, NJC Pts 25-28 £23,342 starting salary (pro-rata) based on a 37.5 week.

Pension: Five percent of above salary for standard contracted hours, following successful completion of your three-month probationary period.

Leave: 25 days annual leave pro rata plus bank holidays pro rata by arrangement with your line manager.

Location: Current office bases in Cardiff, Newtown, Bangor and Bristol. Cardiff Office is currently located in Ninian Park Road, but likely to relocate within Cardiff after March 2020. Occasional travel throughout Wales necessary. There will also be occasional travel to Bristol and other parts of the UK.

Hours: Up to 22.5 hours (three days) per week or up to 37.5 hours if combining with Communications Worker role. Working on a Tuesday is essential. Occasional unsocial hours and weekend work will be required.

Contract: Fixed Term to 31st March 2020 with possibility of extension (currently seeking funding). This post is part-funded by the Welsh Government Rural Communities – Rural Development Programme 2014-2020, which is funded by the Welsh Government and the European Union.

Person specification: Wales Communications Worker

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| Essential | Desirable |
| 1. Qualifications | |
| GCSE (or equivalent) Maths and English passes | Qualification to degree level or equivalent |
|  | Qualification in English, web design, PR or marketing |
| 2. Practical experience | |
| At least one years’ experience in an equivalent role | Use/management of Joomla/Drupal or equivalent online content management system |
| Experience of managing social media feeds and updating websites in a corporate capacity | Use/management of CiviCRM or equivalent/other database |
| Experience of writing press releases, promotional material, feature articles, responding to press enquiries and working with social media | Working in the voluntary/community sector, and/or knowledge or experience of working with city farms and/or community gardens, and/or working with other organisations on communications functions, including on partnership projects |
| Successful implementation of a marketing and communications strategy | Use of desktop publishing software |
| 3. Knowledge | |
| Utilising social media for PR and information sharing, including Twitter, Facebook and blogging. | Knowledge of design and print co-ordination |
| Creating and uploading website content | Solid understanding of voluntary and community groups and the issues they face |
|  | Knowledge of the Welsh media sector |
| 4. Skills | |
| Excellent writing style and the ability to adapt this to different media | Welsh language skills (highly desirable) |
| Excellent grammar and proof-reading skills |
| Excellent PC skills, including a detailed working knowledge of Microsoft Office, photo editing software and relevant web software, including blogging software such as WordPress |
| Excellent communication skills and the ability to work well in a team | Photography skills |
| 5. Personal attributes (all essential) | |
| Self-motivated, able to work unsupervised, to take initiative and to meet deadlines | |
| Ability to demonstrate a methodical, organised and flexible approach to work. | |
| Pleasant and confident manner when dealing with the general public, community groups and other organisations | |
| Able to show strong attention to detail | |