



BATH CITY FARM

Job title: Communications and Development Co-ordinator
Hours of work: 22 hours per week
Contract: 1 year fixed term contract
Pay band: 3A

About us:

Situated on a beautiful 37-acre site, Bath City Farm is a charitable organisation, providing education, training and therapeutic activities to disadvantaged people in the local community, as well as a free-to-access visitor attraction for families and children.

From the beginning, our **Vision** has been to build a healthy community rooted in nature, food, farming and each other. As a welcoming urban farm, we use our unique setting and targeted projects to educate, improve wellbeing and transform lives.

Our goals are to enable the development of skills and confidence, improve mental, physical and social wellbeing, and inspire environmental awareness. We aim to increase community engagement, offer a rewarding visitor experience, and educate people on farming, animal welfare and food production.

All staff are expected to carry out their roles in line with the Farm's core values:

- **Inclusivity and diversity:** our farm community is drawn from a wide range of different backgrounds and we promote a culture of respect for all.
 - **Protecting the natural environment:** we work to increase biodiversity and promote environmental sustainability in all our activities and choices.
 - **Valuing individuals:** we believe that each individual has unique gifts and talents, and we constantly look for ways to help them fulfil their potential.
 - **Affordability:** as a founding principle, we believe it is essential that the Farm remains free for all to access, and we strive to provide goods and services that are free or affordable to the community.
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Communications and Development Co-ordinator:

Responsible to: Line managed by the Deputy Manager

Responsible for: No staff line management responsibility

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Overall purpose of the job:

The Communications and Development Co-ordinator will manage, maintain, and build the Farm's brand, public image, and external relationships with a wide range of businesses, groups, and individuals across the immediate local and wider area of Bath. The post will play a key role in identifying and leading on promotional opportunities and activities to increase the Farm's unrestricted income and grow the numbers of customers/visitors and beneficiaries using the Farm. We are looking to recruit an excellent and creative communicator who can establish and maintain connections that will help us to raise awareness and grow our supporter base.

Supported by the Deputy Manager and a freelance fundraising consultant, the post holder will identify, research, design and implement new income-generating ideas, products, and services, to increase the Farm's sustainability going forward.

In this role, the post holder will also implement, use, and develop all office administration systems and processes, to maximise efficiency and productivity across the organisation. The role will have strategic input into short and long-term commercial planning and will be involved across all aspects of the Farm's activities.

In an organisation that is growing on limited resources, the commercial impact of this role is an important consideration, and the post holder will have agreed financial targets to meet to help ensure the Farm's financial sustainability.

Main duties and responsibilities:

- To lead on developing communications materials and campaigns to promote the Farm's activities, events, and facilities. You will help promote the Farm using a wide range of media, maximising engagement, building a visible profile and ensuring a healthy financial return.
- To devise and implement a communications strategy with an annual communications and appeals calendar, maintaining existing supporters whilst engaging new ones and growing our reach.
- To lead the building of links and effective supporter stewardship with local businesses, groups and individuals to encourage donations and partnerships, increasing the unrestricted funds of the Farm.
- To lead on some key existing fundraising and promotional events that generate an income, such as the Bath Half Marathon and Big Summer Funday, and to work with the team to develop new ones.
- To manage our website and other social media platforms (Facebook, Twitter, Instagram) ensuring they are regularly kept up-to-date with interesting and engaging written and pictorial content.
- To secure media coverage through proactive promotion of Bath City Farm's work through press releases and other media activity, including social media.

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- To support the General Manager in producing written documents that demonstrate our impact to funders and other stakeholders.
- To oversee the collection of useable data and content for reports, newsletters, and other promotional materials.

Leadership and management responsibilities

- This post holder has no staff management responsibilities.

Additional communications and relationships responsibilities

- To collaborate with the staff team on delivering a regular programme of community events and educational workshops, helping to ensure all events are planned and marketed on time and achieve the organisation's objectives.
- To work collaboratively and communicate well with the rest of the staff team to ensure the smooth running of the Farm's activities.
- To represent the Farm to the public, the local business community and external stakeholders and develop effective working relationships.
- To represent the Farm in a warm and welcoming manner to a wide variety of groups and visitors.
- To keep abreast of the interests, trends, and practices in the funding environment, exploring new approaches and adapting the communications strategy as appropriate.
- To contribute to the work of other Bath City Farm's colleagues in fundraising and communications, and relationship building, including the timely provision of information.
- To represent Bath City Farm at meetings, events and other networks as appropriate.
- To contribute to the wider strategic planning of the organisation.

Fundraising, income generation and social enterprise responsibilities

- To develop and market business packages for sponsorship of capital projects, charity of the year awards, teambuilding events and other activities and events.
- To oversee all activities relating to the Farm's annual Bath Half Marathon entry, supporting runners with their training and fundraising through sponsorship.
- Stimulating and supporting others to undertake challenges, and ultimately run third party fundraising activities.
- To lead on managing our Local Giving page to increase regular and one-off donations and sponsorships.
- To lead on organising and promoting community fundraising events on and offsite.
- To promote legacy and in-memory giving, payroll giving and maximise Gift Aid.



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- To develop, promote and oversee the Farm's Membership Scheme, with the aim of increasing community engagement in the Farm's future growth and achievements.
- To integrate and manage a CRM system to build relations and manage supporter data.
- To develop, promote and oversee the Farm's Animal Adoption Scheme, with the aim of increasing the number of animal adopters per year, organising and supplying Adopters' benefits, including adoption certificates and animal photographs, arranging and delivering animal encounter events for adopters, and encouraging adoption renewals on an annual basis.

Problem solving and autonomy

- To lead on reviewing and optimising business and administrative processes, providing recommendations for improvement and proposals for the growth of the Farm's income-generating business.
- To manage the Farm's marketing budget to maximise use of limited funds.

Other key job elements or requirements to note

- To work within and to promote the aims and objectives of the City Farm, and to present a positive image of the Farm to the public.
- To work within agreed policies and procedures, and to help create and develop high standards of practice on the farm.
- To carry out specific projects as required by the Farm.



Person specification: Communications & Development Co-ordinator

Essential	Desirable
Experience	
<ul style="list-style-type: none"> • A proven track record in achieving targets, planning and evaluating fundraising and/or marketing campaigns and events. • A proven track record of managing the growth of individual income streams. • Proven experience of increasing digital marketing engagement through website development and social media platforms. • Experience of developing relationships with media contacts • Experience of working in an office environment in an administrative role. 	<ul style="list-style-type: none"> • Experience of working within a community setting, particularly with disadvantaged groups and individuals. • Experience of developing and delivering income generating products and services. • Experience of building and upgrading supporter and donor relationships. • Experience of working with volunteers. • Experience of working in a customer service setting. • Experience of implementing and improving systems.
Competence, Knowledge and Skills	
<ul style="list-style-type: none"> • Able to demonstrate understanding of the challenges of vulnerable and marginalised people living in disadvantaged communities. • Good understanding of charity legislation and General Data Protection Regulation. • Excellent ability to write creatively a range of materials suitable for different audiences and present it in an engaging and appropriate form. • Excellent personal skills with a proven ability to engage, inspire and support people to undertake fundraising activities. • Excellent knowledge of and skills in publicity and promotion. • Excellent knowledge of and skills in using a wide range of social media platforms. 	<ul style="list-style-type: none"> • Ability to put business ideas into practice and market them. • Knowledge of city farms and how they operate. • Effective and proactive approach to including all volunteers in activities.

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Essential	Desirable
<p>Personal Qualities</p> <ul style="list-style-type: none"> • Confidence, self-belief and passion to get the Farm’s message across to a wide range of stakeholders. • Calm and measured manner, with the ability to communicate diplomatically and build trust and respect with a wide range of people. • Creative, innovative and business-minded approach to community development. • Self-motivated, able to work unsupervised, to take initiative and to meet deadlines. • The ability to maintain a professional attitude and boundaries in working with project volunteers, stakeholders, staff team and Trustees. • An ability to work as part of a small team. • Highly organised with good time management. • Resilience and adaptability to a changing working environment, and the ability to work confidently and flexibly through periods of development. • Commitment to the values and vision of the Farm. • A non-judgmental attitude. 	