



BATH CITY FARM

Job title:	Communications Content Creator
Hours of work:	15 hours/week
Contract type:	12-month fixed term contract (with possibility of extension)
Salary:	5A Full Time Equivalent £25,919 (£10,368 for 15 hours/week)
Responsible to:	Line managed by the Fundraising & Communications Lead

This appointment will be subject to an enhanced DBS check.

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:

- **Diversity is strength:** We work to remove barriers to encourage participation and promote fairness and equitable opportunities for all. We foster a culture of respect and dignity.
- **Power in community:** Each person has unique gifts and perspective to share. Nurturing and valuing these strengths collectively gives us power to make positive changes in our communities.
- **We are nature:** We are a part of nature and nature is us. We therefore aim to create conditions for biodiversity and natural ecosystems to thrive in all our activities and choices.

- **Open and participatory:** We aim to communicate openly and create meaningful opportunities for communities to contribute to the direction of the Farm.
- **Free or affordable:** The Farm site will always be free at the point of access for people to explore and enjoy. We endeavour to provide all our activities free or fairly priced.
- **Working with care:** We approach our work with care, to create quality solutions and minimise harm to people and the environment.

Overall purpose of job:

Working to the communications strategy, produce creative content to tell the story of Bath City Farm. Engaging existing and new audiences and shining a light on the charity's high impact social and environmental work.

Content produced will educate and inspire, driving traffic to the Farm's website, as well as increasing footfall to our site.

Content created by this role will help increase donations by highlighting the life changing work the Farm does with people of all ages.

Main duties and responsibilities

- Create engaging video and photo content for our social media channels and email newsletter campaigns.
- Develop content to promote the Farm including our food, farming and social enterprise activities.
- Engage followers by responding to comments and messages, sharing user-generated content, and fostering a positive online community.
- Develop relationships with local influencers, bloggers, or community figures to promote the Farm through shared content, collaborations, or farm visits.

Leadership and Management

- Collaborate with colleagues to develop content aligned with the charity's mission and strategic aims.
- Develop content creation workflows to ensure timely delivery of materials for fundraising campaigns.
- Provide input on the charity's broader communication strategies to enhance visibility and donor engagement.

Fundraising, Income Generation and Financial responsibilities

- Develop content that appeals to donors by showcasing the Farm's direct impact, including personal stories, before-and-after visuals and testimonials.

- Develop content that directly supports fundraising initiatives, with a focus on maximising donor engagement.
- Monitor and report on the effectiveness of content in generating funds, offering recommendations for improvement.

Communications and Relationships

- Act as a brand ambassador, ensuring that all content aligns with the charity's voice and values.
- Foster collaboration between Farm teams to achieve cohesive messaging.

Analysis and Judgement

- Exercise sound judgment in deciding what content best resonates with the charity's target audiences.
- Use data and feedback to continuously refine content approaches and improve campaign performance.

Problem Solving and Autonomy

- Lead content creation projects independently, taking ownership of the execution and results.
- Make decisions regarding content direction aligned with the Farm's strategic goals.
- Manage multiple tasks simultaneously, prioritising work to meet deadlines.

Person specification

Experience	
Essential	Desirable
<ul style="list-style-type: none"> • Competent user of smartphone to create, edit and publish content. • Demonstrable working knowledge of creating and executing social media, newsletter and other digital campaigns. 	<ul style="list-style-type: none"> • Experience of working in a charity or social media context. • Experience of delivering a fundraising campaign.
Competence, Knowledge and Skills	
Essential	Desirable
<ul style="list-style-type: none"> • Great at telling stories through a range of media. • Superb attention to detail and keen eye for graphic design with the ability to follow our brand guidelines. • Excellent ability to write and present creative content for a range of audiences. 	<ul style="list-style-type: none"> • Working knowledge of Canva and WordPress.

Personal Qualities

- Playful, warm and dynamic approach to communications.
- Confidence, self-belief and passion to get the Farm's message across.
- Highly creative and able to communicate ideas and opportunities in an engaging way.
- Self-motivated, able to work unsupervised, to take initiative and to meet deadlines.
- An ability to work well as part of a team and harness collective strengths.
- Highly organised with good time management.
- Resilient and adaptable to a changing working environment.
- Commitment to the values and vision of the Farm.
- An inclusive and non-judgmental attitude.