



BATH CITY FARM

Job title:	Fundraising and Communications Lead
Hours of work:	22.5 hours (3 days)/week
Contract type:	Permanent (on successful completion of probation period)
Salary:	3A Full Time Equivalent £29,038 (£17,423 for 22.5 hours)
Responsible to:	Line managed by the Site Development Manager
Responsible for:	Line manager of Events Coordinator and Communications Content Creator

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:

The Fundraising & Communications Lead is responsible for leveraging our excellent public reputation to expand donor income so the Farm can support its diverse range of targeted social impact projects.

The role will further develop the Farm's brand, maintain existing channels and deliver new ones so the Farm excels at its ambitious strategy.

This role does not include fundraising from trusts and foundations.

Main duties and responsibilities

- Devise and implement an income focussed communications strategy with targeted communications for supporters, members and the public.
- Develop campaigns and communications resources to promote the Farm's activities, events, and the site as a popular visitor destination.
- Develop corporate partnerships to support the Farm's work.
- Collate and analyse data to develop strategies to grow donor income.
- Represent the Farm at sector and community events.
- With the Events Coordinator, develop activities that generate income and awareness.
- Promote Bath City Farm's work by securing media coverage and nurturing key relationships.

Leadership and Management

- Lead development of the Farm's marketing, branding, internal and external communications.
- Line manage the Events Coordinator, ensuring all events and booked activities align with marketing aims and objectives.
- Line manage the Communications Content Creator and deliver their content into media channels.
- Manage internship and volunteer opportunities to increase the Farm team's capacity to deliver communications.

Fundraising, Income Generation and Financial responsibilities

- Lead on public appeals.
- Generate leads and oversee a pipeline of donors.
- Nurture relationships with the business community (including Farm business breakfast events, charity of the year awards, teambuilding events and joint fundraising activities)
- Increase on-site donations by visitors.

Communications and Relationships

- Work with the Events Coordinator to deliver a dynamic programme of community events and educational workshops, ensuring they are planned and marketed to achieve wide reach and appeal.
- Work with the Farm Director to provide positive representation of the Farm to the public, the local business community and develop successful relationships with external supporters and partners.
- Develop, promote and oversee the Farm's Membership Scheme, to increase community engagement in the Farm's future growth and achievements.

Analysis and Judgement

- Analyse fundraising data, donor behaviour, and campaign performance to assess effectiveness and adjust strategies accordingly. Identify trends, measure ROI, and use insights to optimise future efforts.
- Evaluate the needs and motivations of different interest-holders, including supporters, partners, and volunteers, and make sound judgments on how to engage them effectively and strengthen relationships for sustainable support.

Problem Solving and Autonomy

- Review and optimise business and administrative processes, providing proposals for the growth of the Farm's income-generating activities.
- Work across the Farm team to deliver a communications strategy that reflects the diverse nature of Bath City Farm life.
- Deliver a high impact communications strategy on a limited budget.

Person specification

Experience	
Essential	Desirable
<ul style="list-style-type: none"> • A proven track record of delivering successful fundraising activities, marketing campaigns and events. • Demonstrable experience of developing and delivering income generating products and services. • Experience of increasing digital marketing engagement through website development and social media content. • Experience of developing relationships with media contacts. 	<ul style="list-style-type: none"> • Experience of working within a community setting, particularly with disadvantaged groups and individuals. • Experience of CRM systems and donor management. • Experience of line management
Competence, Knowledge and Skills	
Essential	Desirable
<ul style="list-style-type: none"> • Excellent inter-personal skills with a proven ability to create strategic partnerships. • Strong working knowledge of GDPR. • Ability to put business ideas into practice and market them. 	<ul style="list-style-type: none"> • Strong public speaking skills. • Creative media skills.
Personal Qualities	
<ul style="list-style-type: none"> • Highly organised with good time management. • Committed to the values and vision of the Farm. • Innovative fundraising focused approach. • Naturally efficient at building positive relationships • Confidence, self-belief and passion to get the Farm's message across to a wide range of audiences. • Calm and measured manner, with the ability to communicate diplomatically and build trust and respect with a wide range of people. • Self-motivated, able to work unsupervised, take initiative and meet deadlines. • An ability to work well as part of a team and harness collective strengths. • Resilient and adaptable to a changing working environment. • An inclusive and non-judgmental attitude. 	