

Community Marketing Officer

Job Description

Job Title:	Community Marketing Officer
Salary:	£25,000 (no negotiation)
Contract Type:	Permanent
Hours:	35 hours per week with flexibility to work some weekends when required.
Responsible To:	Head of Marketing and Events

Job Description

As the Community Marketing Officer at Vauxhall City Farm, you will play a crucial role in the development and execution of marketing strategies to engage with our diverse audience and ensure communications and services run smoothly across The Farm.

Your responsibilities will involve collaborating with various departments to understand the unique offerings of Vauxhall City Farm and identifying effective ways to communicate these to our target groups with a desire to provide a seamless customer experience for visitors.

This role requires a dynamic individual with a passion for community, marketing, social media and a creative mind-set to contribute to The Farm's overall success and increase awareness of the work and services of The Farm. You will be proactive and independent, with the flexibility to respond to emerging situations both online and onsite.

Duties and Responsibilities

- Support the marketing team in developing and implementing comprehensive marketing strategies to include but not limited to: defining target audiences, establishing key messages, tracking strategy KPI's, and selecting appropriate channels for effective communication.
- Conduct and collate research to understand the preferences and needs of The Farm's community, visitors, donors, and stakeholders as well as introducing The Farm to a new audience.
- Analyse market trends and competitor activities to help identify opportunities for Vauxhall City Farm.
- Ensure that all marketing efforts align with The Farm's mission, values, and overall brand identity for internal and external communications.
- Support in the planning and execution of marketing campaigns to promote The Farm's events, educational programmes, and all other farm-related activities.
- Conduct post campaign analysis to enhance future performance and adjust strategies for optimal results.
- Assist the Marketing team in creating, editing, and sharing engaging and compelling content for various platforms, including but not limited to: social media, website, press releases, newsletters, and promotional materials including flyers and signage.
- Regularly update The Farm's content calendar ensuring that all copy, imagery and video files are created and inputted in good time for the Line Manager's approval before being scheduled to go live.
- Build and maintain relationships with stakeholders, including visitors, local businesses and community partners to gather feedback and promote mutual support by enhancing The Farm's visibility and community engagement.

- Support the Administrator with bookings for farm services including Meet & Greets, Animal Adoptions, Room Hire, Corporate Volunteering, Birthday Parties, and other on and off-site activities including external media, film, and photography requests.
- Aid the events department in varying planning and execution tasks as well as attending events to capture content for marketing purposes.
- General office administration, including answering the phones, dealing with telephone enquiries, inputting gift aid data and ad hoc administrative tasks.
- Implement and maintain a media database, in line with GDPR and data protection procedures.
- Comply with all statutory and company health and safety and Equality and Diversity policies and procedures.
- Attend all staff meetings and meetings with external contacts; taking notes when required.
- Perform any other tasks reasonably requested by the managers.

Role Requirements

- You will be happy delivering on all aspects of communications for a small charity including daily activities including but not limited to social media and website updates, support with marketing strategies, media campaigns, and assessing the impact of our work.
- You will be a highly organised individual with excellent writing skills, and you will be excited by the opportunity to deliver and further develop The Farm's communication strategy.
- Creative thinking and the ability to generate innovative ideas and tailored content for diverse audiences.
- Strong research and analytical skills, with the ability to translate data into actionable insights.
- Good understanding of digital marketing, email marketing, content creation and management tools and all social media platforms including comprehension of cross-platform insights.
- Excellent time management and organisational skills, as well as the aptitude to produce accurate content with attention to detail.
- Ability to collaborate effectively in a team environment and work cross-functionally with different departments.
- Must be proactive and capable of managing your own worklist, prioritising tasks and adhering to deadlines.
- Marketing qualification is desirable but not essential.
- An understanding of community reach desirable but not essential.
- Charity experience desirable but not essential.

How to apply:

Please apply by 17th April 2025 by sending your CV, cover letter and answering the following questions:

1. What do you love about your current job?
2. What would working at The Farm mean to you?
3. What social media accounts inspire you and why?
4. What's your super strength?

Please send your application through to recruitment@vauxhallcityfarm.org with the subject heading: **COMMUNITY MARKETING OFFICER**

As the role requires close working with vulnerable people the post holder will be subject to an enhanced Disclosure and Barring Service clearance on appointment.

Vauxhall City Farm strives to be a diverse and inclusive workplace. We particularly welcome applications from people who identify as Black, Asian, or other minority backgrounds that are underrepresented on the Farm. The post holder must have the right to work in the UK and will be required to provide the necessary paperwork to verify this.