



## Marketing Manager

Job Description and  
Person Specification





## About Farms for City Children

‘Almost 100,000 children have been to one of our farms. But it should be millions. It’s a week that builds their self-confidence and self-worth as they work on the farm, a week full of fun too, the most memorable week of their young lives. What we do is more necessary than ever as children become ever more disconnected from the countryside, the environment, and the source of the food they eat.’

**Sir Michael Morpurgo OBE, author, Founder and Trustee**

Farms for City Children is a national charity that gives children the chance to become an integral part of one of our three working farms in Devon, Pembrokeshire and Gloucestershire for a whole week. During their stay the children and their teachers/guardians live and work at the farms, explore the countryside, and find out where good food comes from. They also discover self-confidence as they conquer fears, grow in self-belief as they overcome challenges as part of hard working teams, develop new friendships, create stories and poems filled with the vibrant sounds and language of the rural environment, and learn to see a bigger, brighter future than they might realise exists beyond their crowded city horizons or day-to-day struggles.

Today, Farms for City Children welcomes 3,000 children per year for a week-long stay on our farms. Children participate in the seasonal farming tasks of the week: there are no pick-and-mix preferences or opt-outs – these are purposeful activities pegged to the farming calendar. The charity subsidises over 60% of the true cost of a week on the farm, making it as affordable as possible for all families, whatever their background.

*“Some of the children we took to the farms had very difficult and chaotic lives. We took them out of a very difficult environment where they were unable to socialise and didn’t know how to share and put them into a totally different world. It was a haven where they could thrive.”*

***Teacher from London***

Further details about the Charity are available on our website [www.farmsforcitychildren.org](http://www.farmsforcitychildren.org)

## Job Description – Marketing Manager



**Job Title:** Marketing Manager

**Location:** Head Office – Huxham Barns, Huxham, Exeter, EX5 4EJ situated in a beautiful rural location just on the outskirts of Exeter and within easy reach of the M5.

**Reporting to:** Chief Executive; Head of Fundraising & Communications

**Contract type:** Full time, permanent

**Salary:** £30,000 - £35,000

### Main purpose of the job

- Lead the marketing function and as a member of the Senior Management Team contribute to the overall direction and performance of the Charity.
- Develop and execute a marketing strategy that raises the Charity's profile and secures a 2-year pipeline of farm-visits from priority beneficiaries.
- Take ownership of the Charity's brand identity, ensuring consistency across all digital, print, merchandise, and event collateral.

### Responsibilities and Accountability

With a significant degree of autonomy, the Marketing Manager will:

- Build strong relationships with key decision makers at new groups of target beneficiaries (8-13 year old children), securing week-long farm visits from youth-groups, children's services, schools, and other charities that support children facing disadvantage, such as military children and young carers.
- Raise the profile of the Charity by devising and implementing a PR strategy.
- Take ownership of the Charity's brand identity, ensuring consistency across all digital, print, merchandise, and event collateral, and ensure consistent key messaging across all functions.
- Enhance the quality and impact of the Charity's digital profile, including managing the website, social media multi-channels, and e-comms.
- Work with Senior Management Team to gather and analyse feedback from beneficiaries to better understand the Charity's impact and identify opportunities for improving the Charity's offering.
- Manage the budget and resources required to deliver the marketing and PR strategies, with the potential to recruit an assistant level staff role, and/or engage external consultants or agencies to produce specific deliverables.
- Critically review, analyse and report on the effectiveness of marketing activity.

# Person Specification – Marketing Manager



## Knowledge and Experience

The ideal candidate will definitely have demonstrable experience in the following areas:

- Developing a marketing strategy and budget.
- Designing and delivering strategic, multi-channel marketing campaigns.
- Owning and enhancing the organisation's brand identity.
- Building and managing purposeful relationships with key stakeholders both internally and externally and at all levels, and of cultivating a pipeline of targeted contacts.
- Managing digital channels, including websites and social platforms.
- Producing engaging copy and leading on the production of marketing collateral.
- Engaging directly with potential beneficiaries/clients at trade shows or other face-to-face events.
- Supervising junior marketing colleagues and/or managing relationships with consultants and agencies.
- Up to date knowledge of current and emerging marketing techniques, channels, activities, and trends.
- Understanding the data protection (GDPR) considerations in the marketing context.

The ideal candidate may also have experience in the following areas:

- Heading-up the marketing function of an organisation or major division.
- Working for a charity or non-profit.
- Marketing a service to parents, schools, local authorities, youth-centres, or other similar groups.
- Preparing and placing press releases and generating public interest.
- Generating insights from all stakeholders and incorporating feedback into service or produce improvements.
- Working with Salesforce CRM.

## Skills, Abilities and Personal Qualities

- Motivated by the charity's work with children, food, the countryside, and farming.
- Highly creative with exceptional vision for producing engaging marketing collateral.
- Proactive and collaborative, with a hands-on, can-do attitude and solution-oriented outlook.
- Strong written and verbal communication skills.
- Well organised, with outstanding forward planning skills and ability to prioritise multiple tasks.
- Working knowledge of Wordpress, Hootsuite, Adobe, and other software.
- Expert user of MS Excel, MS Word, MS PowerPoint and MS Outlook.
- Must have a full UK driving licence and own vehicle.

## Additional Information – Marketing Manager

**Disclosure and Barring Service** - This post is subject to a satisfactory DBS check.

**Hours of work** – Full time, 40 hours per week with a break for lunch, usually Monday to Friday. Some flexibility is required at management level and there is an expectation that this role will require some evening and weekend work in order to attend the Charity's farms and external events.

**Place of work** - This role is based at Farms for City Children's Head Office at Huxham Barns, Exeter, EX5 4EJ. Huxham Barns is a dog-friendly workplace. The post holder will be required to travel in the UK, predominately in South West England, South Wales, and Greater London, where the majority of our beneficiaries are based. Some home-working within the South West of England may be considered for the ideal candidate.

**Annual leave** - 25 days holiday per year, plus 8 public holidays.

**Probationary period** - The appointment will be subject to a probationary period of 3 months.

**References** - All appointments will be confirmed only upon receipt of satisfactory references.