

Communication Officer

1 year contract

Recruitment Pack

About Vauxhall City Farm

Vauxhall City Farm is a registered charity governed by a board of Trustees and regulated by the Charity Commission for England and Wales.

We deliver our mission through a range of educational, horticultural and recreational workshops, volunteering, guided tours, riding lessons and visitor experiences of an urban farm.

Our aims are to:

- Support children and disadvantaged people to boost their confidence and aspirations via the development of personal, social, life and practical skills
- Promote emotional, mental, social and physical health and well-being
- Develop environmental awareness and action
- Strengthen community cohesion
- Create enjoyment and recreational opportunities for those from our local and wider communities

Set in 1.5 acres Vauxhall City Farm is a 'piece of the countryside come to town' in the heart of Vauxhall, within earshot of Big Ben, and in the shadow of the London Eye. Just minutes away from the Thames and Westminster, the Farm offers all the sights and smells of the countryside, attracting over 50,000 visitors each year. Making it one of London's greatest hidden treasures.

Uniquely, Vauxhall City Farm is situated within London's Central Inclusion Zone, and very close to major rail and London Transport interchanges and tourist attractions, We attract visitors, and service users from all over London (and beyond); and our charitable objectives cover the 6 Boroughs of Lambeth, Westminster, Southwark, Hammersmith and Fulham, Kensington and Chelsea, and Wandsworth.

Free entry to the Farm brings these diverse communities together in surroundings where everyone is equal and welcomed, and enjoyment and learning are shared.

And provides opportunities for (over 300) individuals to regularly Volunteer, and for Corporates to deliver clear and tangible benefits (on their doorstep) from Corporate Social Responsibility donations, "Corporate Challenges", "Payroll Giving" and "off-site" fundraising. All of which provide real and tangible benefits for a wide range of office workers and community recipients.

The Farm has already taken significant steps to ensure that our facilities and programmes keep pace with these growing needs and demand. Stage 1 of our development plans has been completed. It equated to well over £1million in fund-raising, and has provided us with modern, and high-quality classroom/ meeting/events/cafe facilities, that are suited to a wide range of needs.

But we recognise that demand and need will continue to rise significantly, and over the next 3 years, the Farm will put a similar level of effort into fund-raising, marketing, and delivery for Stage 2 of our planned development.



The Farm has an exceptional range of animals, horses, birds, pond life, ecological habitats, insects, herbs, dye and medicinal plants, vegetables, trees, and fruit bushes. It also has:

- an all-weather floodlit riding arena and paddocks and a strong track record of delivering both general riding and Riding for the Disabled lessons (the riding school was closed at the start of the COVID-19 lockdown and will remain closed whilst we undertake essential refurbishment of our paddocks.
- a visitor and family friendly café.
- a Community garden recently developed and run by volunteers
- A range of different “outdoor” environments, animals, plants, and natural habitats that directly support the curriculum needs of over 80 inner-city schools (that cannot be accommodated on their cramped inner-city sites)
- high quality modern meeting/classroom/training/events facilities (that provide ideal facilities and a very different “inner-city environment”) for corporate team building events, training, birthday parties, wedding receptions, art/crafts and music activities, exhibitions, filming and TV.

We re-opened the Farm to the public after extensive work on risk assessments and introducing new measures to keep staff, volunteers and visitors safe. This includes limiting the number of visitors on site at any one time.

About the role

This is an exciting opportunity to become involved with one of London’s hidden treasures. Covering over 1.5 acres of land, Vauxhall City Farm is home to over 100 animals and provides Londoners the opportunity to experience the sights, sounds and smells of the countryside without leaving the city. It also offers opportunities for education and training to the local community and beyond.

Following our success in securing short-medium term funding to rebuild our operations during the COVID-19 pandemic, we have created a communications role to support and develop our marketing and PR functions. This is an essential part of our organisational structure, and we hope to raise further funds to extend the role beyond the initial period.



Job Description – Communications Officer

Job Title	Communications Officer
Salary	£15,000 - £18,000 per annum, depending on skills and experience (£25,000-£30,000 Full Time Equivalent)
Contract Type	1-year fixed term contract
Hours	21 hours per week (0.6 Full Time Equivalent)
Responsible To	Chief Executive Officer
Responsible For:	Volunteer social media assistant

Job Description

As Communications Officer you will lead on the delivery of Vauxhall City Farm's communication strategy with the aim of developing marketing and PR activities and events to:

- increase awareness about the work and services of the Farm
- attract more and diverse volunteers and visitors to the Farm
- attract more customers to the coffee shop and rental spaces
- build confidence in potential donors, corporate sponsors, and supporters.

Duties

Organisation Effectiveness

- Implement the agreed marketing and communication strategy based on increasing and attracting new target audiences
- Write, edit and distribute content, including press releases, website content, marketing collateral and other material that promotes VCF's activities and services
- Handle media and public inquiries, provide background briefings and arrange media interviews
- Seek opportunities to enhance the reputation of VCF and co-ordinate publicity events as required
- Manage social media and produce content for Twitter, Facebook, YouTube, and Instagram
- Produce a communications crisis plan
- Proficiency in design and publishing software to produce, leaflets, posters etc desirable.

HR Management

- Line manage and support the volunteer social media officer.

Administration

- 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 staff team meetings, supervision and other relevant meetings
- To perform any other tasks reasonably requested by the CEO

Requirements

- You will bring experience of having worked in a communications role, journalism or related field for 2-5 years, possibly in the education or communications engagement sectors, but this is not essential. A self-starter with a creative and entrepreneurial outlook will enjoy this role.
- You will be happy delivering on all aspects of communications for a small charity – from daily activities such as social media and website updates, to more strategic planning, such as marketing 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 both deliver and further develop the communications strategy to support Vauxhall City Farm navigate this challenging time and develop its services to all its varied and many stakeholders.
- You will need to be IT literate with the ability to use software including Word, Excel, PowerPoint and database systems.
- Knowledge of desktop publishing software is desirable.
- Excellent verbal, written and interpersonal skills
- Good time management and organisational skills
- Proficient in content management systems and social media platforms
- High levels of integrity.

This job description sets out the main duties of the post at the date when it was drawn up. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot themselves justify a reconsideration of the grading of the post.

How to apply

- To apply for the Communications Officer position please submit: ·
- CV of 2 pages A4 max
- Covering letter (no more than 2 pages A4, minimum font size 11) letting us know why you are interested in the role and the skills and experience you will bring that align with the Job Description / Requirements.
- Email CV & cover letter to: recruitment@vauxhallcityfarm.org with the subject heading: Communications Officer Vacancy

Closing Date: 30 July 2021 at 12noon


Interviews: August

Employment requirement

The post holder must have the right to work in the UK and will be required to provide the necessary paperwork to verify this. 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. By applying for this vacancy, you consent to the safe storage and handling of any personal data you have provided us with.

We will never share your data with a third-party without your consent. You can request the removal of your data at any time, by emailing info@vauxhallcityfarm.org.

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