

Marketing and Social Media Volunteer Job Description



Voluntary

An hour or two each day to make up one day per week, with occasional additional days to attend events

For six months (with a one month trial period)

Main purpose of the role

The role of Marketing and Social Media volunteer will be to assist the staff in promoting the Farm's produce and membership scheme, learning programme and events, volunteering and other activities aimed at reconnecting the community with the land where their food is produced.

Position in Chagford Community Farm

Reports to: Chagford Community Farm Business Manager

Main relationships: The role is very much about communicating externally and building relationships with potential and current customers and members of the farm. The Marketing and Social Media volunteer will be working alongside staff members throughout the farm, in particular the Business Manager, Farm Manager and Photographer.

Person specification

The role would suit a new graduate from a marketing course or a more experienced marketer who is looking to gain experience in a new field. This role would suit someone who:

- Has some experience of marketing and social media, either through education, work or volunteering.
- Is familiar with using social media and other online tools to generate interest in a business or project.
- Is an excellent communicator.
- Is able to write clearly, accurately and succinctly.
- Can be flexible with their time: We envisage spending a short time each day (although not necessarily every day) updating social media channels. The volunteer will also be expected to attend some of our events and workshops with a view to reporting on them.
- Has an interest in food and environmental issues.
- Is willing to 'muck in' with all aspects of the Farm's activities.
- Has his or her own transport: Chagford Community Farm is located near Chagford, where public transport is limited.

The role

1. Developing Chagford Community Farm's social media presence with a particular focus on:

- Keeping our social media channels updated, ideally on a daily basis
- Encouraging others to comment on our posts and share them with others
- Increasing the numbers of people following our posts on our own website and on Facebook, Twitter, and YouTube.
- Increasing produce sales

Approved by The Chagford Community Farm Board January 2014 Review Date: January 2016

Please note that if you are reading this on paper that it may not be the most up-to-date version

Marketing and Social Media Volunteer Job Description

- Promoting our membership scheme
- Building the Chagford Community Farm brand
- Setting, working towards, and reporting on social media objectives and targets.

2. Undertaking one of the following projects:

- Copywriting: Planning and writing a blog each month for Chagford Community Farm website. This could be based on the Farm's activities, a profile of a member of staff or a volunteer, or another aspect of the Farm.
- Leaflet and poster distribution: Monitoring, coordinating and helping with the distribution of our promotional leaflets and posters by our staff, members and supporters and identifying new opportunities for leaflet distribution.
- Photography: Developing and updating the Farm's photographic database (on Flickr), identifying gaps; taking photographs and/or ensuring that someone is available to photograph all key events and ensuring that permissions for photography have been granted. This could also involve video work.
- PR: Writing a press release every two months (three in total) with a view to obtaining media coverage; responding to any resulting media interest, and working with Farm staff to obtain the necessary information, photographs and interviews if required.
- Search Engine Optimisation: Updating the Chagford Community Farm website content to make it more easily found by relevant internet users.
- Increasing inbound links to the Chagford Community Farm website: Researching and updating online listings and negotiating reciprocal links with likeminded websites such as those relating to food, environment, adult learning, children's activities and schools.
- Another project: If you have a particular area of knowledge or an interest area you would like to pursue, you are welcome to propose a project for you to undertake.

About Chagford Community Farm

Chagford Community Farm is no ordinary farm; it is owned and run by local people, supplying fresh dairy, meat and honey to homes and businesses in and around Chagford, Moretonhampstead and Drewsteignton. We've developed every aspect of the farm with sustainability in mind to create a growing business which is commercially viable, protects and benefits the environment, and involves the community.

We are a social enterprise and community interest company, conducting business in a co-operative way and reinvesting any profits in the Farm. Experienced and dedicated staff and board members manage the farm with the support of our members from nearby towns, villages and beyond. We aim to reconnect people with the land where their food is produced.

We work on 4.5 acres of land nestled on the North East edge of Dartmoor and welcome visitors to special events and open days throughout the year. Our activities include:

- Organic food production and processing
- Special events
- Learning events
- Children's activities
- Volunteering opportunities

Approved by The Chagford Community Farm Board January 2014 Review Date: January 2016

Please note that if you are reading this on paper that it may not be the most up-to-date version