



October 2020

Communication and marketing officer – Brighton Permaculture Trust

Brighton Permaculture Trust has grown and developed significantly since it was first created some 20 years ago as a forum for all things permaculture in Brighton and its environs.

As it has grown, so has the need for good communications, particularly external communications, to share what we do and to promote our work.

We are now looking for a committed and enthusiastic person to coordinate internal, external and digital communications for the Brighton Permaculture Trust team.

The role would suit someone who is self-directed and who can communicate and collaborate well with others. We are looking for someone with experience in digital media communications and strategy, ideally someone who has previously worked or volunteered in the voluntary sector.

The role will involve creating and implementing a digital media strategy, working with a web-developer to improve the website and creating an engaging digital newsletter.

This is an exciting opportunity to work for an established local charity working on practical solutions and training to address the climate and nature emergency.

Essential competencies

1. Excellent communication skills

An excellent communicator with a high standard of written communication skills who has the ability to create engaging external and internal communications.

Experience creating engaging written communication, including blogs, press releases and newsletter. Ability to distil information from a number of sources to create a coherent message.

2. Creative Thinker

A creative thinker with the ability to develop strategies to plan, manage and deliver successful digital campaigns.

3. Builds collaborative relationships

Confident in building collaborative relationships, especially using digital mediums.

Ability to create content for a range of audiences and mix of purposes, e.g. funders, green builders, volunteers, gardeners.

4. Self-motivated and well organised

Well organised and self-motivated with ability to work on own initiative.
Ability to prioritise competing tasks.

5. Digital media literate

Experience managing social media including Facebook, Twitter and Instagram
Worked with email marketing platforms to create engaging digital newsletters
Experience of website editing in WordPress or similar
Knowledge and experience of content management systems
Working knowledge of basic html to assist with newsletter and website content editing
Experience using online graphic platforms (e.g. Canva) to create engaging visual media content
Awareness of conversions and marketing funnels

6. Flexible worker

Ability to work flexibly and respond to the needs of the organisation

7. Committed to principles of permaculture and professional practice

Committed to work in a thoughtful and reflective way, putting people and planet at the heart of the work
Working knowledge of and commitment to GDPR policy
Knowledgeable about and inspired to promote principles of equality, diversity and inclusion

Desirable competencies

1. Permaculture and Brighton Permaculture Trust knowledge and experience

Knowledge or experience of permaculture design, orchards and green building
Knowledge of the work of Brighton Permaculture Trust

2. Worked in the third sector

Experience working or volunteering in the voluntary sector

3. Website design and social media experience

Experience designing websites (user experience)
Experience engaging and advertising across the common social media channels, preferably including LinkedIn

4. Technical digital skills and experience

Experience analysing data, including Google analytics
Experience using SEO to increase web traffic
Experience creating automated email user-journeys
Experience creating successful sales funnels
Basic graphic design and photography

Job Description

- Promoting and marketing all courses and events
- Sending the monthly newsletter
- Maintaining, developing and implementing the social media strategy
- Working with volunteers to create content for the website and social channels
- Liaising with volunteer leaders to identify, summarise and communicate tasks
- Running paid advertising campaigns on social media where appropriate
- Respond to content opportunities by updating existing content or writing new content for our website and email marketing channels
- Redesigning the website structure
- Designing a new digital newsletter (mail chimp)
- Updating content and creating copy for the website
- Advising the team on decisions regarding website development
- Creating sales funnels for courses

Terms

- ✓ This is a Freelance position, reporting to Bryn Thomas, Director, who will have overall oversight of the work. Also working with Catherine Lawrence, Administrator, and volunteers and external organisations where appropriate.
- ✓ It is a part-time post, amounting to 6-12 hours/week, typically 8 hours. The work can be completed flexibly, but hours worked must be responsive to the requirements of the work. The ability to put in additional hours at key times would be welcomed, and additional work may be available with additional funding.
- ✓ The work is home based, using the applicant's own office equipment and software. A willingness to connect with other members of the team on a Wednesday either, Covid-19 situation permitting, at the Fruit Factory (Stanmer Park), or online, is desirable
- ✓ The job is paid at £12.50/hour, paid monthly in arrears. Invoices should be dated the last day of the month and will be paid within 21 days. Local travel costs will not be covered, but essential travel further than 10 miles from the city would be paid at cost or 35p per mile for vehicle use.

To Apply

Application deadline: **9am Monday 16 November 2020**

Interview date: **Monday 23 November 2020**

Send completed application form to admin@brightonpermaculture.org.uk

Application form available here: <https://brightonpermaculture.org.uk/?p=17364>