



BRIGHTON PERMACULTURE TRUST

Freelance Communications & Marketing Role Description

Purpose:

To lead on representing and vitalising Brighton Permaculture Trust's online and printed media presence.

Key tasks and responsibilities:

- Strategically promoting and marketing all courses and events.
- Producing the monthly newsletter on MailChimp which involves the gathering of resources (links, campaigns, images, course details), writing & scheduling.
- Developing and implementing the social media strategy (predominantly Twitter, Instagram & Facebook) in accordance with the educational, charitable and income needs of the trust.
- Respond efficiently to enquiries across social media platforms.
- Liaising with volunteer leaders and course tutors to promote activities.
- Creating 'news' copy for the website (WordPress).
- Designing brand-aligned posters/flyers and documents on Canva, as required.
- Collaborating on and promoting funding campaigns.
- Assisting with PR outreach for events.
- Developing and embedding Brighton Permaculture Trust's house style across the organisation.
- Working with volunteers to create content for the website and social channels where possible.
- Engaging our digital communities to foster discussions on permaculture living.

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

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

6. Flexible worker

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

Be accessible to Brighton and be willing to attend and report on courses, events and activities

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.

Knowledgeable about and inspired to promote principles of equality, diversity and inclusion.

Working knowledge of and commitment to GDPR policy

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. Technical digital skills and experience

Brighton Permaculture Trust, a charitable company limited by guarantee registered in England and Wales.

Charity number 1150808. Company number 4072259.

Registered address: The Fruit Factory · Stanmer Village · Stanmer · Brighton · BN1 9PZ

brightonpermaculture.org.uk

Experience analysing data, including Google analytics.

Experience using SEO to increase web traffic.

Experience creating automated email user-journeys

Experience creating successful sales funnels.

Graphic design and photography.

Terms

This is a Freelance position, reporting to project managers.

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.

The work is paid at £13.50/hour, paid monthly in arrears. Invoices should be dated the last day of the month and will be paid within 21 days.

To Apply

Application deadline: 5pm Monday 17th April

Interview date: Friday 28th April

Application form available here:

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