



Job Description

Marketing and Communications Coordinator

Location	Reports to	Hours	Salary
Bore Place, Chiddingstone	Director	On average 22.5 hours a week	£20,001-£22,500 (pro-rata)

Position summary

To coordinate our marketing, communications and publicity and lead on implementation.

To lead on information management.

To assist project development and lead allocated projects as required.

Key Tasks

Coordinate all Communications, Marketing and Publicity

- Work with the Director and key managers to develop and deliver marketing plans for our venue, events, education programmes for schools and programmes to support young people.
- Develop annual marketing calendar containing timelines for promotions, lead times for PR, events and marketing activities.
- Lead the maintenance, development and enhancement of the website, liaising with the developer and staff.
- Raise our profile via national and local websites, social media, press and media.
- Run and develop all our social media accounts.
- Promotion of all our activities and events to maximise publicity.
- Explore and implement new ways to disseminate information, news and events through social media and other outlets.
- Monitor and evaluate the effectiveness of all communications.
- Develop and strengthen our brand in keeping with our ethos and values and branding guidelines.
- Keep up to date with key organisations and individuals working in areas of common interest – share and disseminate with colleagues.
- Develop and maintain communications in house and with clients and key contacts.

Lead on Information Management

- Maintain and update databases.
- Ensure data protection and other data and information management regulations are adhered to across the organisation.

Assist projects and events

- Work with the Director and members of the team to develop projects to deliver the aims of the Trust.
- Lead the delivery of projects identified.
- Support Bore Place events.

Bore Place, Bore Place Road, Chiddingstone, Kent, TN8 7AR 01732 463255 hello@boreplace.org

Home of the Commonwork Trust (registered charity 1160725 & company 09254227) & Commonwork Organic Farms Ltd (registered company 1977080)

Job Description

Person specification

Key requirements

- Track record in marketing and promotion
- Ability to translate business needs into marketing/PR strategy
- Excellent written and communication skills including content creation and copywriting
- Professional website, social media, e-marketing experience
- Experience and working knowledge of databases and SEO/analytics
- Excellent project management, analytical and research skills
- Experience of brand management and brand identity
- IT literate – using Microsoft and web content packages
- Excellent organisational skills and ability to work to deadlines
- Commitment to our values and vision

Key attributes

- Creative – seeking out the best way to promote and market Bore Place
- Team working - ability to work across multidisciplinary teams
- Multi-tasking - ability to prioritise competing demands
- Detail - attention to detail
- Passion - passionate about your work and our agenda.

Benefits of working at Bore place

- A chance to be the marketing and communications lead working within a diverse organisation.
- The opportunity for flexible working.
- Working in a beautiful countryside setting.
- A role working for a charitable organisation with a passion and a drive for delivering sustainability and social justice.
- Paid holidays and bank holidays.

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