| **The Kindling Trust**  **& Bridge 5 Mill**  **Communications Officer**  **Job Description**  **Hours:** Part time, 30 hours per a week.  Must be able to work some weekends and evenings.  **Length of Contract:** Permanent  **Salary:** £22,230 per annum (gross) for a 37.5 hour working week, paid pro  rata for part time posts, plus 5% employer pension contribution.  **Probationary Period:**  4 months.  **Location:**  Bridge 5 Mill, Ancoats, Manchester.  **Closing date:** Midnight on Thursday 21st April 2022**.**  **Interview date:** Thursday 28th or Friday 29th April 2022.  **Preferred Start Date:** Start of June 2022 or as soon as possible. | | | |
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| **Responsible to:** | The Board of Trustees | | |
| **Role**: An exciting communications role, putting into action our communications strategy for Bridge 5 Mill, the Kindling Trust and Veg Box People. | | | |
| **Background**  We are at an exciting time in the life of our organisations and there has never been a more important time for us to communicate our vision, the opportunities we have to offer and the ways people can get involved. We are looking for someone with the experience, skills and energy to help us do that.  We are a pioneering family of organisations based in Greater Manchester and promoting ecological and social justice through a broad range of activities and projects.  Bridge 5 Mill is Manchester's first centre for sustainable living. We provide offices for a range of amazing tenants who share our vision and, we wish to return to being a thriving venue for many events and activities. At Bridge 5 Mill, your role will be to promote our friendly, beautiful and ecologically sustainable building as a great office space and events venue.  The Kindling Trust works to create a fairer, more sustainable society, starting with the food system. Over the last 15 years, Kindling has established and run a series of practical projects to engage people in sustainable food and farming. The next exciting stage of our development is to establish a pioneering agroforestry farm on 100 acres close to Manchester. Your role will be to promote all of our sustainable food, community and wellbeing activities and engage and support our members.  Veg Box People is a sister organisation and are at a particularly exciting time in their development. They are working to increase their activity to make organic, local veg and fruit accessible to even more communities around Greater Manchester. | | | |
| **Main Duties include:**  **Bridge 5 Mill Communications Role**  To develop and improve our marketing and communications resources, including:   * Improving signage, displays etc. to enhance the Mill’s appeal and functionality. * Developing professional documentation such as vacant office details, tenancy agreements and tenant handbook. * Developing marketing and publicity materials. * Promote Bridge 5 Mill across social media platforms, e.g. Facebook, Twitter, LinkedIn and Instagram.   To assist the Board of Directors to rebuild, maintain and maximise income from renting empty office space and room hirers by:   * Generating content (photos, text and video) for use in publicity material, social media and our new blog style website. Including the Mill’s facilities, activities, events; tenant features; and our new “red brick” sessions (filmed interviews with a variety of interesting people and projects). * Ensuring the content of Bridge 5 Mill marketing and publicity and social media activity promotes Bridge 5 Mill as a unique, professional and inspiring events venue and office space. * Ensuring all content is in line with Bridge 5 Mill policies (including; our aims and objectives and Bridge 5 Mill equalities and sustainable procurement policies). * Working with hire customers, tenants, partner organisations and individuals to promote their events and projects across social media.   **Kindling Trust Communications Role**  Promotion of the Kindling Trust, its partners and the Kindling Farm.  The role will be task focused, with the following tasks being carried out in the next few months:   * Developing a programme of online and in-person talks and events for our Kindling Farm members. * Organising stall materials and props including banners and pull ups. * Working with the Kindling team at our Woodbank Community Food Hub project to make improvements that will create a more inviting, welcoming and accessible feel to the site including e.g. signage, a more attractive entrance etc.Improving the functionality of our website in partnership with our web builder.   The role will also involve a number of regular ongoing tasks, including:   * Co-ordinating the content for our E-news. * Distributing the monthly E-news (for Kindling Trust supporters and also Kindling Farm members). * Writing or co-ordinating content for our website, including a ‘Latest News’ once a fortnight. * Promoting our activities and events through social media.   **Veg Box People**  Promotion of our veg box scheme to both help us greatly increase the number of veg bags we sell each week and encourage cafes, restaurants and public institutions to buy our local organic fresh produce.  The role will include:   * Development of promotional materials for our customers. * Development of materials for our collection points. * Promotion of local sustainable food and our products via social media. * Helping to implement our strategy to increase customer numbers e.g. through running a stall at different collection points   **General responsibilities of this post**   * Responding to news that is relevant to our wider vision and values and sharing activities etc. from others who we work with within our movement and networks. * To support the teams in creating posters, leaflets and other materials to engage our local community and people who do not use social media. * Reporting progress to our Trustees. * Reflecting the Group’s vision and principles, strategy and policies at all times. * Be aware of and complying with all relevant policies and procedures. * Fulfilling such other duties and assignments as may be required from time to time. * Working with the Office Manager to manage the communications budget. | | | |
| **Person Specification:** | | **Essential:** | **Desirable:** |
| Competence, Skills and Knowledge: Excellent communication and interpersonal skills.  Experience of marketing.  Experience and skill in communications and publicity work.  Experience and skills in writing content for articles and short pieces.  Experience in social media (including Facebook, Twitter, Instagram).  Experience in video editing, photography.  Experience of organising events.  Experience of and ability to engage people from a variety of backgrounds.  Problem solving skills.  Ability to prioritise tasks and good planning and organisational skills.  Good administration and IT skills. | | ☼    ☼  ☼  ☼  ☼  ☼  ☼  ☼  ☼ | ☼  ☼ |
| Personal: Awareness and understanding of the challenges within the farming sector.  Enthusiasm and dedication to sustainable food issues and organic growing.  Ability to encourage and get the best out of individuals.  Flexibility to work in various work conditions.  Drive and enthusiasm to meet set objectives. A high degree of personal motivation and initiative, the ability to work under pressure, whilst working cooperatively in a team environment.  Ability to learn on the job, and respond to possibilities and potential opportunities.  Willingness and flexibility to undertake any relevant training required. | | ☼  ☼  ☼  ☼  ☼  ☼ | ☼ |