



# Jamie's Farm Recruitment pack

**Job title**

Known internally as Communications and Social Media Apprentice

**Salary**

Minimum Apprentice wage

**Location**

Jamie's Farm Bath, near Box  
With regular travel to our other locations

**Reports to**

Communications Coordinator

**Application deadline**

TBC

**Direct reports**

None

**Interview dates**

TBC

**Start date**

ASAP

**Full Time**

A minimum of 30 hours per week with  
20% off-the-job training



**We're a charity  
equipping  
young people  
to thrive**

“

**A single opportunity,**

**belief and support...**

**that's all it took**

**to change**

**my life**



## About Jamie's Farm

### Our vision

**Vulnerable children nationwide will be better equipped to thrive during their secondary school years and beyond.**

**5 children**

in a classroom of

**30**

are likely to have a mental health problem ▼

**Only 43%**

of disadvantaged pupils reach the 'expected standard' in reading, writing and maths \*

**1.6 million**

pupils were persistently absent during the 2021/22 academic year ■

### Our mission

**We exist to transform the lives of young people who aren't thriving at school or home, through our unique residential programme built around our core elements of Farming, Family, Therapy and Legacy.**

We also aim to influence the education system by enabling systemic change through spreading our approach. We do this by training teachers and other professionals in multiple sectors to engage more effectively with young people in their care, as well as informing and supporting parents and society at large to enable all young people to thrive.



## Charity overview

At Jamie's Farm we believe in the innate potential and good in every young person, no matter their background or life experiences. Our programme offers a preventative solution to empower young people to change course. Small groups of young people are immersed into farm life during a 5-day residential, or series of day visits, tackling real jobs with tangible outcomes, within a supportive family environment; this encourages cooperation, boosts self-esteem and builds positive relationships. A visit to Jamie's Farm does not end when young people leave; our legacy strand ensures we work in partnership with all our schools to ensure impact lasts.

Since our inception in 2009 we have experienced significant growth, expanding from one Farm to five and supporting more than 13,000 young people across England and Wales. We have an ambitious strategic plan over the coming years, including opening two more residential Farms in the next two years, improving the practice of education professionals and becoming a leading voice in advocating for the needs of young people which are ever-growing in the face of today's societal challenges.



### Discover more on our socials

-  [jamies\\_farm](#)
-  [Jamie's Farm](#)
-  [JamiesFarm](#)
-  [cultivatingchangeuk](#)

## Our values

Our values guide everything we do at Jamie's Farm. We seek to ensure that even as the charity grows, we are able to maintain the unique culture that we have established across our farms – a culture that is based on an optimistic can-do spirit, and which supports and challenges us to be the best of ourselves.



## Jamie's Farm Bath

### Two farms, one hub

Located close to Bath, Hill House Farm and the soon-to-open Lower Shockerwick form a cohesive hub for Jamie's Farm, offering two distinctive yet complementary environments that inspire, nurture, and enrich young people.

Just minutes apart, these farms will operate within a 'hub model,' enabling shared resources and team collaboration while ensuring that weekly visits at each location remain independent.

At Hill House Farm, young people engage in hands-on activities like nurturing livestock, lambing, chopping wood, and harvesting vegetables, with adventures enhanced by hikes in the local countryside and paddling in the neighbouring By Brook.

Lower Shockerwick Estate offers another exciting setting for these activities, blending historic features with reflective spaces in its woodlands and parkland.

Together, these settings balance purposeful work with reflective restoration, embodying the Jamie's Farm's mission to foster growth through farm life.

**As part of this hub model, this role may be based at either farm, which are just a short drive from one another.**



### Head of Hub Jess Callen



#### Meet the Bath team



#### Where this role is:

**Lower Shockerwick Farm**  
BA1 7LL  
OR  
**Hill House Farm**  
SN13 8QA

(both a few mins drive apart)





## Our community

At the heart of our charity lies a vibrant community spirit, embodied by our dedicated team. We take immense pride in fostering a strong sense of camaraderie that transcends the seven locations we operate in England and Wales. Despite geographical spread, we remain steadfast in our commitment to unity, coming together as one cohesive team throughout the year. The celebrations at our staff parties and annual away days to the Brecon Beacons stand out as cherished highlights on our calendar, illustrating the bonds that make our charity a thriving community.



## Training and development

We aspire to be a catalyst for personal and professional growth. Central to this is our commitment to the continuous training and development of all our team members. We proactively evaluate and refine our initiatives. Our annual performance reviews play a pivotal role in identifying areas where team members may seek development opportunities. We actively encourage our staff to take ownership of their roles, enabling a culture of creativity that empowers both individual progression and collective advancement.



## Pay and progression

Jamie's Farm maintains a transparent pay banding structure that ensures payment is aligned with the responsibilities outlined in each role. Progression within these bands is determined by factors such as tenure, assumption of additional responsibilities, outstanding performance, and the attainment of additional qualifications. Furthermore, our salary band structures undergo an annual review through market benchmarking and inflation, allowing us to stay responsive to industry standards and adjust as needed.

## DEI

At Jamie's Farm, our commitment is for everyone to thrive, irrespective of their background. The cornerstone of this commitment is our dedicated work on Diversity, Equity and Inclusion (DEI). In line with this commitment, we have recently established a DEI committee and forged a partnership with a DEI consultant. Together, we are diligently working to fortify our practices in this area, ensuring Jamie's Farm is not only a welcoming space but an inclusive environment where everyone can contribute, work and find enjoyment without barriers.

## Sustainability

Jamie's Farm understands the interconnectedness of climate change and environmental crises. With this awareness, we acknowledge our responsibility to diminish our carbon and environmental footprints, positioning ourselves as a conscientious and responsible charity. Following a comprehensive carbon audit, we are actively implementing measures to mitigate the impact of our operations. In the coming years, we are committed to the installation of energy-saving technologies across our farms, exemplifying our dedication to sustainability.

We are passionate about embracing regenerative farming methods and employing a diverse range of sustainable agriculture techniques. These practices not only contribute to reducing our ecological impact but also create environments where wildlife can flourish. Through these initiatives, we strive to be an example for positive environmental change within our community and beyond.





# Where does this role sit?

It is an exciting and varied role at the heart of our operations team. You will be joining a team that encourages and supports employee empowerment, fostering a culture where individuals are motivated to take initiative and contribute meaningfully.

## This role



### Operations

Our programme wouldn't be possible without a hive of hidden activity. Our Operations team look after our fundraising, communications, IT, finance, Impact measurement, house lets and business development. They ensure the smooth running of the charity, securing our future financially and spreading our message. Although not directly working with young people, there are opportunities to support out on delivery when we have larger groups staying. All staff are encouraged to spend a week immersed in the programme at the start of their employment too.

## Other teams across the organisation



### Farming

Farming is at the heart of all we do. The purposeful nature of our farming activities in the beauty of these rural environments is the catalyst for the transformation we see in the young people that visit. We pride ourselves on the stewardship of our land, in the careful nurturing of our animals, in seeing the sense of purpose and satisfaction our visitors get from hard work, and in ensuring our farming enterprises are good for business. Our Farm Managers drive this crucial strand of our work forward.



### Delivery

Our Delivery teams are made up of people with a wealth of experience from a variety of backgrounds. We have ex-teachers, carpenters, farmers, therapists and social workers...the list goes on! Every week they welcome our visiting young people, working alongside them, modelling relationships and supporting them in the daily tasks whilst enabling them to see themselves differently. Labels and preconceptions are left at the farm gates. The farm is a fresh start and our delivery teams are paramount in making the experience a transformative one.



### Housekeeping

Our farmhouses and indoor spaces are purposely homely, cosy and inviting. We stray away from the institutional décor and set-up of schools and other residential trips. We have bedrooms instead of dormitories, large tables to sit together for all meals, comfy sofas and toasty fires. Ensuring our spaces are looked after and a welcoming space is made possible by our dedicated team of housekeepers. Not only is this critical for the day-to-day running of our programme, but this team is also essential for our house lets business – securing significant funds to support the charity.

# About your role

We're looking for a creative, motivated and compassionate apprentice to join our Communications team. You'll play a key role in telling the Jamie's Farm story, highlighting the real experiences and voices of young people and helping to grow our online presence.

You'll receive full training, including safeguarding, GDPR and consent for working with young people, and you'll work closely with our Communications Coordinator to develop your skills in social media, digital content, and charity communications.

## Main responsibilities

### Content Creation & Storytelling

- Visit Jamie's Farm sites (travel costs covered) to help document visits in a respectful, thoughtful and engaging way.
- Capture photos, videos and quotes (with appropriate consent) from young people, staff and volunteers.
- Write clear, engaging copy for Instagram, Facebook, TikTok, LinkedIn and other platforms.
- Help plan and schedule content using social media tools.

### Channel Management & Insight

- Monitor and track performance on social media using analytics tools.
- Suggest ideas for improving reach, engagement and visibility.
- Keep up to date with trends and new tools in social and digital media.

### Website & Digital Content

- Support with basic updates to our website (training provided).
- Ensure our website content is accessible and SEO-friendly (including alt text, headings, and metadata).
- Research opportunities for using YouTube and TikTok to connect with younger audiences.

### Team Support & Admin

- Help maintain content databases and image libraries with appropriate tagging and consent notes.
- Assist with e-newsletter mailing lists and communications records.
- Support team meetings with note-taking or other tasks as needed.



## What we're looking for

We don't expect you to have everything already - we'll support your learning. But we'd love to see:

- A passion for social media, storytelling and making a difference.
- Strong communication and writing skills.
- A willingness to travel and meet new people.
- An eye for design, photography or video (even if it's just on your phone).
- Attention to detail, especially when it comes to consent and safeguarding.
- A positive attitude and openness to learning.

**PLEASE NOTE:** Due to the rural location of our farms and limited public transport, having access to a car (and a valid driving licence) will be **essential** for this role.

## What you'll get

- A recognised apprenticeship qualification in digital communications or content production.
- Support from a dedicated line manager and opportunities to learn from across the team.
- The chance to travel, build your portfolio and gain hands-on experience with a national charity.
- A warm, values-led working culture and a clear purpose in everything we do.

## Safeguarding and photo permissions

Jamie's Farm is committed to safeguarding the young people we work with. You'll receive full training to ensure you understand our policies and your responsibilities. Respecting privacy and always obtaining proper consent before sharing any images or stories is a key part of this role.

## What we offer

- Lunch is provided when working on-site
- Work across beautiful rural farm settings with a values-ed culture
- Participate in a national charity's mission to transform young lives.
- Use of company mobile phone and laptop.
- 31 days of annual leave plus bank holidays.
- Pension contribution.
- Opportunity to be part of a dynamic and supportive team culture.
- Regular CPD and specialist training.

## To apply

Please apply via the QA website. We will provide a link to this on our jobs page.

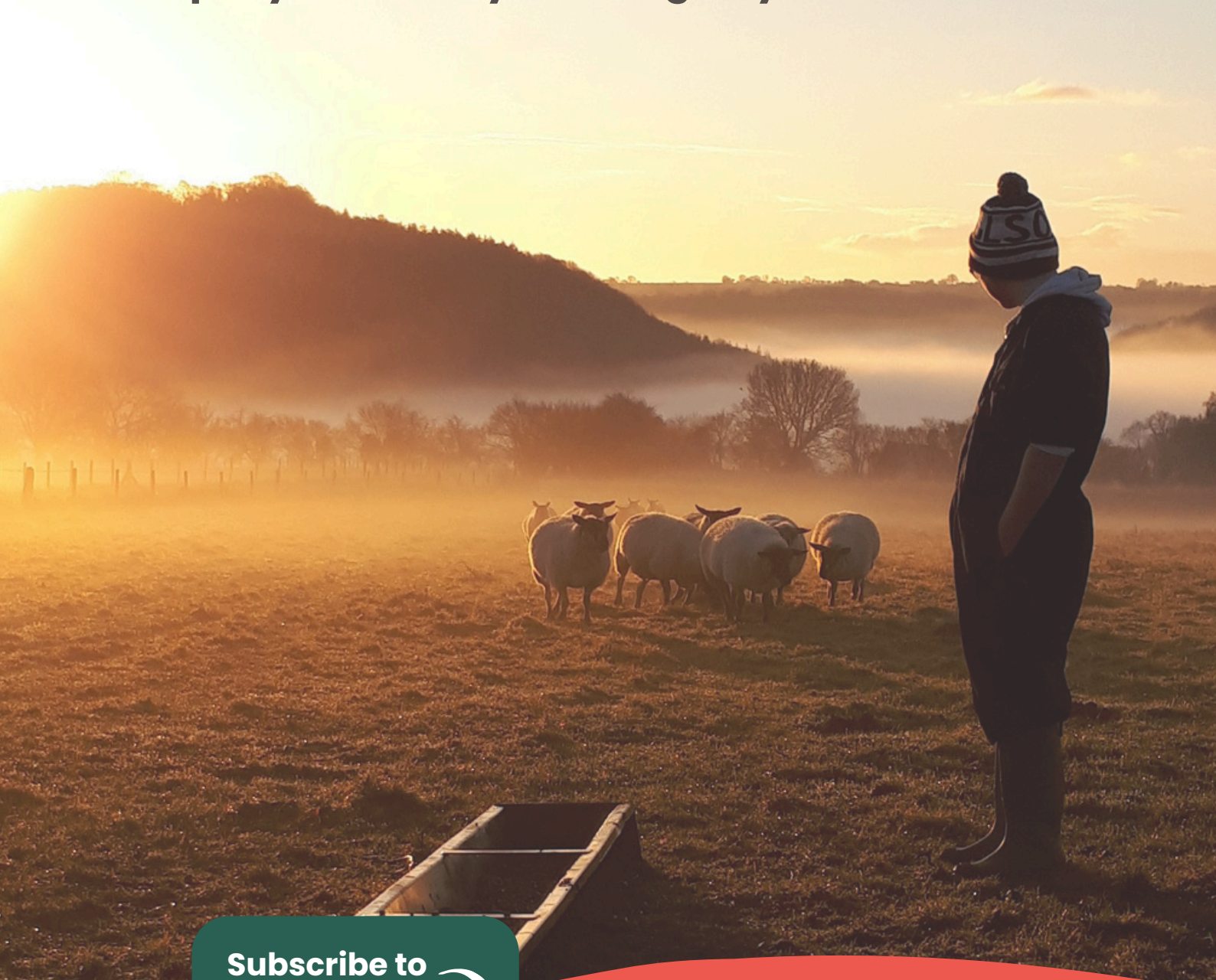
Due to the nature of our work with young people, on acceptance of offer all Jamie's Farm employees are subject to an enhanced DBS check in accordance with our Safeguarding Policy.

We will carry out an online search as part of our due diligence on all shortlisted candidates to identify any publicly available incidents and instances that we may wish to explore further at the interview. It is an offence to apply for this role if the applicant is barred from engaging in a regulated activity relevant to children.





**“I love the variety of working at Jamie's Farm. I work with animals, young people from all walks of life, visiting staff and my fantastic team, and all of them bring something uniquely rich to my working day.”**



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