



Senior Marketing & Communications Manager **Recruitment pack**

An exciting opportunity to help shape and grow a vital area of our dynamic and purpose-driven charity as it develops impact and credibility on a national scale.

Job title

Senior Marketing & Communications Manager

Salary

Pay band M3, £37,000-42,000, depending on experience

Location

Flexible hybrid working - at least 2 days/wk at Jamie's Farm Bath, Hill House Farm, SN13 8QA

Full Time

Permanent, 5 days a week

Application deadline

9am, Monday 3rd November 2025

Start date

ASAP subject to notice periods

Interview dates

First round w/c 10th November
Second round w/c 17th November

Reports to

Head of Fundraising & Comms



**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 17,000 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.



Farm overview

Jamie's Farm Bath (HQ)

Located just outside the historic city of Bath, Hill House Farm is the heart of Jamie's Farm, serving as our first permanent home and the central hub of our operations. Situated close to the family residence of our founders, Jamie and Tish Feilden, where our pilot programme initially began, Hill House Farm benefits from strong relationships with local farmers, organisations, and the wider community.

Our headquarters office and operations team are based in the loft of a beautifully converted barn, offering a unique and inspiring workspace. The team shares the farm environment with the Delivery team, visiting staff, and young people who come to the farm. The site boasts a variety of livestock, expansive green spaces, and a produce garden, creating a truly unique workspace.

Additionally, Hill House Farm is surrounded by picturesque walking routes and footpaths, providing the perfect setting for refreshing lunchtime walks. Our location not only enhances the work experience but provides the perfect setting for our welcoming community.



Meet the HQ team



Where this role is:

Hill House Farm
Ditteridge
Box
SN13 8QA

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.

Diversity, Equity & Inclusion

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 crisis. 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.



About the role

The **Senior Marketing & Communications Manager** will play a key role in shaping and delivering of Jamie's Farm's marketing and messaging. You will manage a small team and work closely with colleagues across communications, programmes, business development and the wider operations team to ensure consistent, compelling, and values-led campaigns. This is both a strategic and hands-on role, balancing the big picture with executing the creative delivery.

↓↓↓↓ **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.



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.



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.



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.

Main responsibilities

Responsibilities include, but are not limited to:

- Develop and implement **creative, impactful and cost-effective marketing strategies** to grow awareness, engagement, and action across multiple areas, including:
 - **Schools recruitment** – reaching and engaging new schools to join Jamie's Farm programmes.
 - **Income-generating activities** – promoting ventures such as the Airbnb lettings business.
 - **New product launches** – supporting the introduction of new programme initiatives and long-form content launches e.g. podcasts.
- Oversee **content creation across digital channels** to ensure a consistent, engaging narrative around Jamie's Farm's work.
- **Line-manage and mentor** members of our marketing and comms team.
- **Lead engagement with our freelance PR support**, ensuring meaningful opportunities for positive coverage and managing reputational risks.
- Ensure **stories of young people and our farms** are shared ethically, powerfully, and in line with safeguarding guidelines.
- **Evaluate the effectiveness of marketing and communications activity** to ensure that we are as effective and engaging as possible



Skills and Attributes

Essential:

- Significant experience in a senior marketing/communications role, ideally within the education sector or at a national charity.
- Proven track record in digital communications and campaign management.
- Excellent written and verbal communication skills, with the ability to tailor messaging for diverse audiences.
- Experience of brand management and creative storytelling.
- Strong project management skills with the ability to balance multiple priorities.
- Collaborative and adaptable, able to work effectively across teams.
- A passion for Jamie's Farm's work and ability to demonstrate our values

Desirable:

- Knowledge of the education, youth, or social care sectors.
- Experience managing agency/freelancer relationships.
- Understanding of safeguarding and ethical storytelling in a youth context.

Additional Commitments

- Participate in at least one residential farm week per year to experience our work first hand.



What we offer

- Competitive salary, dependent on experience;
- A beautiful and unique working environment;
- All lunches provided and enjoyed with the team when working on-site;
- An optional mobile phone provided for work use;
- 35 days annual leave (including bank holidays);
- A generous Pension Contribution;
- Opportunity to be an integral part of a dynamic and supportive team culture.

To apply

At Jamie's Farm, we recognise the importance of diversity and representation in our workforce, and as such are eager to encourage applications from candidates who are currently underrepresented in our organisation.

Please complete the Application and Equal Opportunities Form downloadable from our website by **9am Monday 3rd November** and send along with a cover letter (no more than 2 sides) to [**recruitment@jamiesfarm.org.uk**](mailto:recruitment@jamiesfarm.org.uk)

Please be aware successful candidates may be asked to deliver a short presentation upon interview. References will be taken for all shortlisted candidates.

Timeline

- **Closing date:** 9am, Monday 3rd November
- **Proposed Interview dates:** 1st round 12th November, 2nd round 19th November
- **Start date:** ASAP subject to notice periods

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.

All staff away days, July 2024



“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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