



Recruitment pack



Job title

Campaigns & Communications Manager

Salary

Pay band: £37,000 – £40,170 depending on experience

Location

Jamie's Farm HQ Bath (Hill House Farm, SN13 8QA) preferred; other JF sites considered (London, Lewes, Hereford, Monmouth, Skipton)

Reports to

Head of Fundraising and Communications

Application deadline

9am Monday 11th May

Direct reports

None

Interview dates

w/c 18th May (1st interview online) & w/c 25th May (final round in person)

Start date

ASAP with some flexibility based on notice periods

Full Time

37.5 hours a week but part-time (0.8FTE) also considered



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

Charity overview

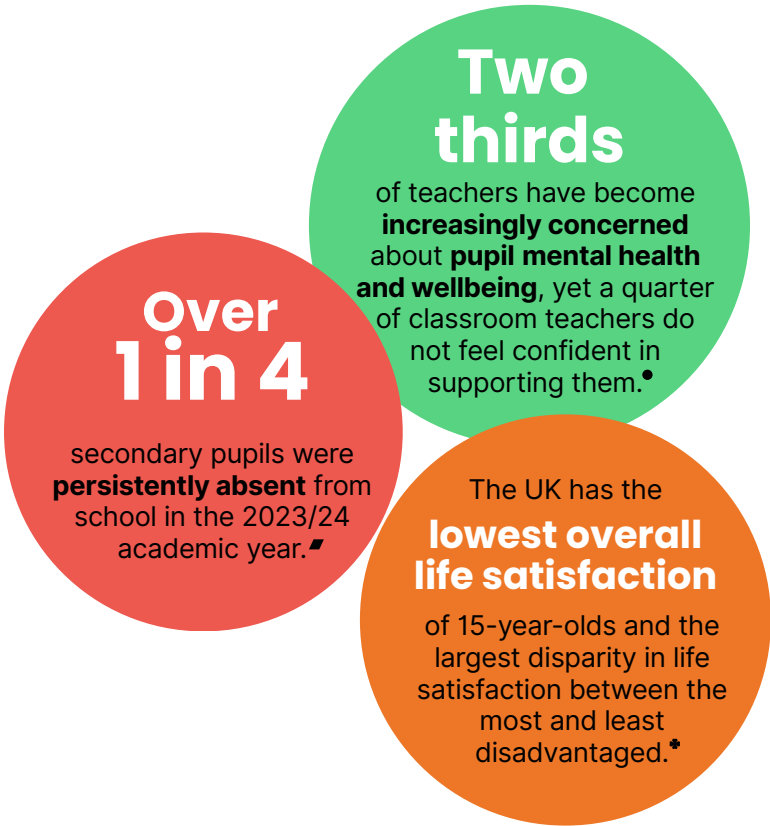
Jamie's Farm runs therapeutic farm-based programmes for young people who are struggling to thrive at school or at home. Small groups take part in a 5-day residential or a series of day visits, becoming part of farm life and taking on meaningful, practical tasks within a supportive environment. This experience builds confidence, strengthens relationships and helps young people see themselves more positively. Our work continues beyond the visit through follow-up support with partner schools to help ensure the impact lasts.

Founded in 2009, Jamie's Farm has grown from one farm to seven, supporting more than 18,000 young people across England and Wales.

We are continuing to expand our reach and impact, including developing our Skipton farm to host residential visits in the north, exploring day visit hubs and working more closely with schools to strengthen how they support young people. Alongside this, we aim to play a stronger role in advocating for the needs of young people nationally.

Our vision

Young people facing challenges are better equipped to thrive



The Pearson School Report 2024
Of 27 European countries, PISA, 2022
DfE: Pupil absence in schools in England, 2025







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 Purpose, Belonging and Reflection.

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.



Discover more on our socials

-  [jamies_farm](#)
-  [Jamie's Farm](#)
-  [JamiesFarm](#)
-  [cultivatingchangeuk](#)
-  [jamies.farm](#)
-  [Jamie's Farm](#)

Our values

Our values guide everything we do. We seek to ensure that even as the charity grows, we maintain the unique culture that we have established across our farms – a culture that is grounded in strong relationships, high standards and a can-do spirit, and which supports and challenges us to be the best of ourselves.



Working at Jamie's Farm

At Jamie's Farm, our people are at the heart of the impact we create. Working here means being part of a team that cares deeply about young people, about each other, and about the difference we can make together. Our 'staff offer' comes to life through these three 'pillars':



Purpose

We exist to transform lives and every role at Jamie's Farm contributes directly to that mission.

Our work is inspiring, impactful and sometimes challenging. We value the resilience and professionalism of those to choose to do this work, and aim to ensure that meaningful and fulfilling work remains at the heart of everything we do.

Meaningful, purposeful, rewarding work



Belonging

We're a caring, collaborative community where there is real joy in the relationships we build and in the daily rhythm of life on our beautiful working farms.

Through trust, accountability and mutual respect we support and challenge each other to be our best and are committed to a workplace where everyone feels welcomed, heard and able to thrive.

Culture of care, trust & commitment



Reflection

We recognise the care, energy and commitment our work requires and are dedicated to supporting our people to thrive.

We create space for learning, development and reflective practice and our aim is for everyone to grow personally and professionally, whilst staying connected to what matters most: our mission and impact.

Supporting learning, development & wellbeing

What you can expect

Our community

We take immense pride in our vibrant community spirit, embodied by our generous, passionate and dedicated team. We come together at various points throughout the year - our staff parties and annual away days to the Brecon Beacons are firm favourites. These help to foster the strong sense of camaraderie that runs across the seven locations we operate. And the daily rhythm of farm life helps create bonds that help make our charity a thriving community.

Training and development

We're committed supporting the growth of every team member and actively encourage staff to take ownership of their roles. In practice, that means regular check-ins with your line manager, annual performance reviews that discuss development opportunities, and access to CPD and specialist training appropriate to your role. Regular therapeutic supervision is also available for those working directly with young people where greater personal support may be needed.

Pay and progression

We're committed to fair, transparent pay, balanced with the responsible stewardship you'd expect from a charity. Our pay banding structure ensures your salary reflects your responsibilities, and progression within bands is determined by tenure, additional responsibilities, outstanding performance and additional qualifications. Bands are reviewed annually against market benchmarks and inflation allowing us to stay responsive to industry standards.



Inclusion / DEI

At Jamie's Farm, we believe people do their best work when they can bring their authentic selves to the workplace. We are committed to creating a culture of belonging, where every member of staff feels respected, supported and able to thrive. We value the diverse backgrounds, perspectives and experiences within our team and work to ensure that everyone can contribute meaningfully, free from barriers and discrimination. This commitment is underpinned by specific DEI (Diversity, Equity & Inclusion) initiatives which form a key part of our strategic plan, and by regular consultation with staff to ensure that we continue to improve our practice.



Sustainability

Our farms are living examples of environmental responsibility and regenerative agriculture. We are committed to caring for the land, maintaining the highest standards of animal welfare, reducing our environmental impact, and producing high-quality, sustainable livestock.

We are embedding regenerative farming practices, investing in low-carbon and renewable solutions, and strengthening the connection between our farms, the food we grow, and the experiences of our visiting young people. Sustainability is central to how we work, make decisions, and create safe, beautiful, and resilient farm environments.

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 also provides the perfect setting for our welcoming community.



Meet the HQ team



Where this role is:

Hill House Farm
Ditteridge
Box
SN13 8QA

About the role

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.

Role purpose

Jamie's Farm is looking for a Campaigns & Communications Manager to help us secure vital funding so more young people can thrive. You will lead two major annual fundraising appeals, grow the monthly donor programme, and deliver impactful, ethical communications that deepen supporter engagement and reflect the integrity of our work with young people.

Whilst direct fundraising experience is appreciated, this role could also suit someone with marketing and communications experience and a track record of running multi-channel campaigns that generate income, who is interested in applying their skills in a fundraising/nonprofit context.

Key Responsibilities

1. Deliver two major fundraising campaign appeals per year, working with the fundraising & communications teams to ensure they meet annual targets

- Lead, plan and deliver two organisation-wide appeals each year (e.g. Big Give-style matched funding campaigns).
- Develop compelling case study content, impact stories and donor messaging.
- Project management of both campaigns, including coordinate internal teams, stewarding matched funders and liaising with designers and external partners.
- Manage campaign timelines, supporter stewardship and post-campaign reporting.
- Ensure both appeals collectively achieve annual targets, supporting organisational budgets and long-term growth.

2. Lead the Monthly Donor Growth Programme

Using sector best practice and growth strategies, you will:

- Own and deliver the monthly giving strategy to grow the existing contribution into a material, sustainable income stream within two years.
- Develop compelling value propositions, email journeys, social media content and website pathways that support supporter acquisition and retention.
- Work with the wider Communications team to produce persuasive digital content that encourages sign-ups.
- Monitor, evaluate and optimise donor retention using insight-driven improvements.

3. Ethical Impact Storytelling & fundraising Communications

- Lead the creation of high-quality fundraising communications that tell the story of Jamie's Farm's impact with warmth, truth and dignity.
- Produce donor updates, campaign collateral, case studies, web content and supporter stories.
- Collaborate with freelance graphic designers to produce assets such as fundraising guides, briefs, web pages and other collateral required by the wider fundraising team.
- Ensure all communications uphold ethical storytelling, safeguarding and data protection principles so that we represent young people responsibly and respectfully.

Person Specification

Essential Criteria

Experience & Knowledge

- Proven experience in delivering multi-channel fundraising appeals and/or matched funding campaigns, or significant income-driving campaigns.
- Experience growing or leading an individual giving or monthly donor programme, or membership programme.
- Understanding of ethical storytelling and the responsible representation of young people.
- Experience producing compelling content across email, digital, web and social platforms.
- Familiarity with working alongside designers or creative teams to produce compelling assets.

Skills & Competencies

- Exceptional copywriting and narrative skills; able to communicate impact with clarity and warmth.
- Confident project manager: able to juggle multiple deadlines, coordinate stakeholders and keep campaigns on track.
- Comfortable using data and insight to make decisions and optimise performance.
- Organised, proactive, resourceful and able to work independently.
- Excellent interpersonal and collaborative skills.

Values & Behaviours

- High standards of accuracy, integrity and accountability.
- Positive, solutions-focused, creative and open to learning.
- Warm, professional communicator who embodies Jamie's Farm's relational ethos.
- Clear commitment to the mission, values and social purpose of Jamie's Farm.

Desirable Criteria

Experience and Knowledge

- Experience in charity marketing, digital acquisition or donor stewardship.
- Knowledge of CRM systems, donor data and campaign analytics.
- Experience with digital content creation or multimedia storytelling.
- Understanding of education, youth or social impact sectors.
- Awareness of accessibility standards for digital content.

Skills & Competencies

- Ability to generate and contribute to creative campaign ideas and message development.
- Comfortable presenting campaign concepts or results internally or externally.
- Ability to generate innovative approaches to engaging and retaining supporters.
- A strong ability to engage in person with prospective funders and partners occasionally at farm-based visits or external events.

What we offer

- Competitive salary, dependent on experience, with transparent pay bands & regular benchmarking
- Generous Pension Contribution
- 35 days annual leave (including bank holidays)
- Nutritional meals provided and enjoyed with the team when on site
- Use of company mobile phone and laptop
- Opportunity to be part of a dynamic and supportive team culture
- Regular CPD and specialist training

To apply

We strongly encourage candidates from all backgrounds, abilities and experiences to apply. Please complete the Application form and Equal Opportunities Form via our website www.jamiesfarm.org.uk and send to **recruitment@jamiesfarm.org.uk**.

If you'd prefer to submit a video application rather than a written application, please send a link to the video to the above email address.

Timeline

- Closing date: **9am Monday 11th May**
- Interviews: **First round will be online w/c 18th May. Final round in person w/c 25th May.**
- Start date: **ASAP with some flexibility based on 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.



“What do I like most about working at Jamie’s Farm?”

The mission and ambition of the charity. The fact we make a real and tangible positive impact on the lives of young people. The fantastic people and the beautiful environments in which we work. The can-do attitude of everyone. The ability to just change things and make things better.”



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