

JAMIE'S FARM

Recruitment pack



Job title

Communications Manager - Social Media & Storytelling

Salary

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

Location

Jamie's Farm HQ Bath (Hill House Farm, Ditteridge, Nr Box SN13 8QA)

Reports to

Marketing & Communications Manager

Application deadline

9am Monday 22nd June 2026

Direct reports

None

Interview dates

w/c 29th June (1st interview online) & w/c 6th July (final round in person)

Start date

ASAP with some flexibility based on notice periods

Full Time

37.5 hours a week. Part-time (0.8FTE) also considered *

* Please note we're unable to offer flexibility below 0.8FTE or beyond this pay band



**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

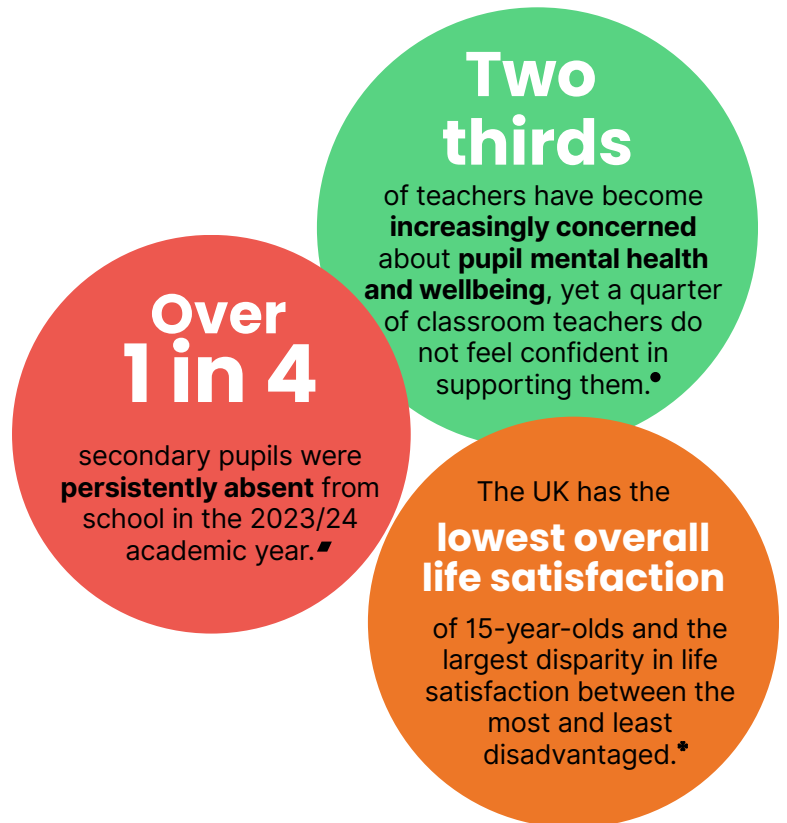
Jamie's Farm runs therapeutic farm-based programmes for young people who are struggling to thrive at school or at home. Small groups take part in a 5-day residential or a series of day visits, becoming part of farm life and taking on meaningful, practical tasks within a supportive environment. This experience 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.

Training and development

We're committed to 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, and access to CPD and specialist training relevant to your role.

Therapeutic supervision is also available for those working directly with young people.

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

We believe people do their best work when they can bring their authentic selves to work.

We value the diverse backgrounds, perspectives and experiences within our team and are committed to a culture of belonging, where everyone feels respected, supported and able to contribute meaningfully, free from barriers and discrimination.

This commitment is underpinned by specific DEI (Diversity, Equity & Inclusion) initiatives in our strategic plan, and regular staff consultation to ensure we keep improving.



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

This role sits at the heart of how Jamie's Farm shares its work with the world. You will lead our organic social media and storytelling, creating content that captures not just what we do, but why it matters - stories that inspire, move and connect people to our mission.

You will spend time across our farms, immersing yourself in the life of Jamie's Farm, building relationships and uncovering the moments that bring our work to life. With a strong instinct for story, you will spot and capture these moments as they happen, shaping them into content that is hopeful, engaging and true to lived experience.

This is a hands-on role for someone who thrives on pace and proximity - comfortable working in the moment, but thoughtful in how stories are told. You will use tools and technology, including AI, to enhance the speed and quality of your work, while ensuring that everything we share remains human, authentic and grounded in real relationships.

Key Responsibilities

Social media

- Lead organic social media across core platforms
- Manage tone, content and publishing rhythm
- Oversee engagement and community management

Storytelling

- Lead the storytelling pipeline from idea to publication
- Proactively identify and capture stories, often in real time
- Work across farms to source authentic content and build relationships with teams
- Ensure a consistent flow of stories aligned to key themes

Content creation

- Create high-quality social-first content (video, posts, captions)
- Deliver strong output at pace, without compromising quality
- Test and iterate formats to improve performance
- Support and maintain quality across all content contributors

Editorial planning

- Own the social editorial calendar
- Align content to wider marketing priorities and campaigns



Supporter communications

- Lead the creation of external newsletters
- Translate programme activity into clear, engaging supporter content
- Ensure consistency of tone, messaging and cadence

Safeguarding and collaboration

- Ensure all content follows safeguarding and consent processes
- Work closely with marketing, fundraising and programme teams

Tools and innovation

- Use digital tools and AI to improve efficiency and output
- Maintain strong judgement to ensure content remains authentic and ethical

Person Specification

Essential Criteria

- Experience managing social media and digital storytelling
- Strong editorial judgement and creative instinct
- Ability to create engaging short-form content
- Highly proactive and comfortable working at pace
- Strong instinct for identifying and developing stories
- Excellent relationship-building skills across teams
- Willingness to travel regularly and work on farms
- Confidence using digital tools and AI (or willingness to learn)
- Strong alignment with Jamie's Farm's mission

Desirable Criteria

- Experience in a cause-led or youth-focused organisation
- Understanding of safeguarding and consent in storytelling



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**.

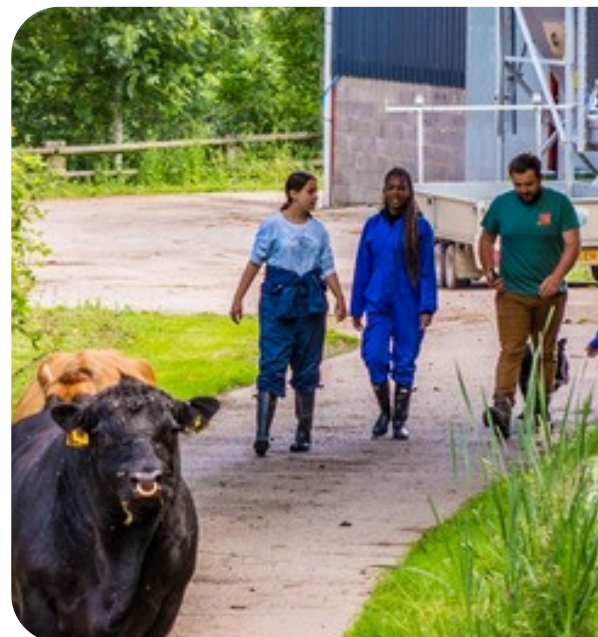
If you'd prefer to submit a video application rather than a written application, please send a link to the video to the above email address.

Timeline

- Closing date: **9am Monday 22nd June 2026**
- Interviews: **First round will be online w/c . 29th June. Final round in person w/c 6th July.**
- 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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