



Job Title: Digital Communications Officer [Maternity Cover]

Salary: £29,000 pro-rata

Hours: Four days per week

Location: Remote home working anywhere in the UK

Contract: 9 months with the possibility of extension

Reporting to: Communications Manager

The Nature Friendly Farming Network (NFFN) is recruiting a highly organised and experienced Digital Communications Officer to provide maternity cover from February 2024. This is a fantastic opportunity to learn and develop in a fast-paced environment where you can drive positive change within food, farming and land use.

The successful applicant will support the Communications Manager and play a key role in our daily communications and digital media, including social media and website. This role will lead the weekly delivery of NFFN's member newsletter so experience with MailChimp and graphic design tools, such as Adobe Express and Canva, is essential.

This role is suited to someone who has the enthusiasm to learn and is an excellent communicator. We want someone who is highly self-motivated for a virtual team and thrives in collaboration. We don't expect you to be an expert in food and farming but to have some knowledge of our key work areas, including nature-friendly farm best practices and awareness of policy development in food and farming. We want to see a passion for the environment and sustainable food and farming, with a keenness to learn and bring new ideas for how we communicate the messages of our core campaigns.

You will have excellent copywriting and written communication skills with experience in managing complex campaigns and messages. Our ideal candidate is eager to see change happen, solutions-orientated and capable of balancing multiple priorities and deadlines simultaneously.

Key responsibilities:

- Supporting in implementing our communications strategy
- Managing our weekly newsletters
- Creating content for our social media and monitoring our platforms
- Writing content for our website and keeping it up to date

- Developing content for campaigns and helping to manage comms around events both in-person and online
- Running social media campaigns, including paid social media advertising
- Supporting the creation of content, including copywriting, editing, video editing and graphic design

Person specification:

You will be working for an organisation who is a frontrunner in advocating change within food and farming. An understanding of how to communicate issues around farm business, the environment, land management, climate change and the wider food system is key.

You will have experience in developing standout content and can demonstrate (through past experience) how to manage and contribute to highly effective campaigns online. You are set apart by your ideas and your knowledge of what makes content effective. You are able to ensure continuity of campaign messages across all communications touch points, ensuring social accounts and websites are always fully up to date. You will be able to assimilate our tone of voice and adapt it to different audiences and channels.

ESSENTIAL	
Qualifications	<ul style="list-style-type: none"> ● BA or BSc degree or equivalent experience
Experience	<ul style="list-style-type: none"> ● Minimum of 1-3 years working in fast-paced communications or marketing environments ● Experience with a range of social media channels and in creating content with demonstrable success ● Experience of managing campaigns and communications with multiple objectives and audiences ● Experience using MailChimp ● Experience producing social media analytics reports ● Creating content with infographics or video ● Graphic design and use of Canva or similar tools ● Editing video content ● Copywriting and writing long-form articles, including case studies and articles for online
Knowledge, skills and qualities	<ul style="list-style-type: none"> ● Excellent written communication and English language skills ● Adaptable and agile approach to project management ● Strong interest and some knowledge in environmental sustainability, farming and agricultural policy ● Ability to understand and communicate technical detail and policy developments clearly and concisely

	<ul style="list-style-type: none"> ● Ability to write for a variety of audiences in compelling and engaging narratives ● Research skills and ability to monitor and report on developments in farming, policy and environment ● Working knowledge of SEO ● Use analytics tools, such as Google Analytics ● Use of social media scheduling tools, such as Loomly ● Very organised, high attention to detail, high level of accuracy, excellent time management skills and ability to prioritise urgent tasks ● High level of creativity with ability to see ideas through to delivery ● Team player who is able to work collaboratively towards shared goals and objectives ● Flexibility to travel within the UK
DESIRABLE	
Experience	<ul style="list-style-type: none"> ● Interview skills and confidence interviewing for case studies ● Writing scripts for film ● Paid social media advertising with demonstrable success

Nature Friendly Farming Network

The Nature Friendly Farming Network (NFFN) is a UK farmer-led network working to mainstream nature-friendly farming as the most sustainable way of producing food. It is a membership organisation led by farmers, working alongside other organisations and public supporters. It unites farmers across the UK who champion how food and farming can positively influence change. Together, we are a strong voice for sustainable food and farming in the UK.

Its work is to support farmers at every stage of their journey towards nature-friendly farming. Through showcasing the experiences of farmers who are leading the way, it shares knowledge that empowers those in transition to produce plentiful food. It is committed to shaping food and farming policies that ensure fairer returns for farmers, improved access to sustainable food and greater stewardship of the environment. It shares farm-level experiences of whole-farm approaches that restore rural environments, regenerate ecosystems, protect biodiversity, act on climate change and offer greater resilience to natural or economic shocks.

To apply, please complete our application form. We do not accept CVs. Visit:
<https://www.nffn.org.uk/news/hiring-digital-comms-officer-cover>