

## **COMMUNICATION ASSISTANT AGRICOLOGY (Grade 4: £16,324 - £19,019/ annum pro rata)**

**RESPONSIBLE TO:** Agricology Project Manager

**LOCATION:** Daylesford Foundation, Kingham (4 days per week) Organic Research Centre, Newbury, (1 day per week).

### **PRINCIPAL DUTIES**

The main duties are to contribute to the delivery of the Agricology project, following agreed themes and procedures and supervised by the Agricology Project Manager. All duties will be carried out in collaboration with the Content Editor, the Webmaster, the Executive Board and the project partners.

#### **1. Social media input for Agricology.co.uk**

- a. Promote website and deliver content (resources, blogs, farmer profiles) via social media channels (Twitter, Facebook, Instagram) using Hootsuite according to monthly/weekly content themes, agreed procedures and suggestions from Content Editor.
- b. Identify and upload relevant news and events on website and promote via social media channels
- c. Actively engage with partner organisations on social media, retweet/like/share relevant items, aiming to significantly enhance growth of followers and links to website according to the social media guidelines.
- d. Encourage discussion @agricology on social media to encourage knowledge exchange between farmers and researchers by asking questions and hosting polls.
- e. Arranging occasional #AgriChatUK sessions on Twitter.
- f. Identify new social media channels including The Farming Forum
- g. Organise Agricology Instagram takeover by identifying and liaising with suitable candidates & managing posts (with guidance from Webmaster & Social Media Manager).

#### **2. Source images and videos to share with the Agricology community**

- a. Source and upload images to flickr account when required (check that all photos have appropriate titles, credits, licenses; review albums and account settings etc.).
- b. Source and upload short videos on agreed content topics from farmers and researchers on agroecological practices to social media channels and link to video hub page.
- c. Produce monthly video blog (vlog) from Daylesford Organic Farm and profile videos of other farmers related to upcoming themes. Plan, film, edit, upload to YouTube and write short summary according to video guidelines.

#### **3. Digital communications and profile raising**

- a. Prepare monthly newsletter and share with Agricology subscribers list. Manage the subscribers list according to the Data Protection Act and the new GDPR.
- b. Support project manager with events including identifying potential events and managing the events calendar, collaborating with partners to facilitate Agricology presence (e.g sharing postcards)
- c. Representing Agricology at events including encouraging participants to subscribe to the newsletter and assisting with set up e.g. printing / collecting partner resources, setting up and dismantling stands etc.
- d. Follow key events on social media – in particular those we are not attending and retweet / share as appropriate and link to relevant content on Agricology.
- e. Support to develop promotional materials including posters, postcards etc in liason with designers.
- f. Support Content Editor to share upcoming themes with partners, including sharing posters with Agricology Partners and friends to encourage staff to share resources and write blogs.

- g. Work with partners to enhance referrals including collaboration on social media and embedding iframes with search function in their websites.

**4. Reporting**

- a. Compile google analytics and social media statistics on a monthly basis to share with Executive Board.
- b. Share the weekly team meeting notes with the team and Executive Board
- c. Visit ORC's headquarters at Elm Farm, Berkshire on a weekly basis and have regular meetings with the line manager.
- d. Keep a timesheet and submit to ORC on a monthly basis.

**5. Other**

- a. Assist with proofreading of content and drafting occasional resource summaries and uploading resources as required.
- b. Assist Project Manager and Executive board with administrative tasks as required (meeting organisation, minute taking, sending event invitations etc.).
- c. Support Webmaster and Project Manager in communication with Web Developers to enable website improvement work and facilitate ongoing maintenance, identifying broken links and website issues.

A part-time position may also be considered, please specify on the covering letter and application form.

## PROJECT OFFICER PERSONAL SPECIFICATION

(NB the terms agriculture/farming includes horticulture/growing throughout)

Attribute	Essential	Desirable
Qualifications	<ul style="list-style-type: none"><li>• HND or BSc in agriculture, biology or closely related subject</li></ul>	<ul style="list-style-type: none"><li>• Advanced studies in agriculture, biology or related subjects.</li></ul>
Experience	<ul style="list-style-type: none"><li>• Knowledge of sustainable farming in a research or technical context</li><li>• Experience working with social media</li></ul>	<ul style="list-style-type: none"><li>• PR/Communications experience</li><li>• Agricultural/food systems research</li><li>• Working with farming systems/ farmers</li><li>• Knowledge of UK agricultural sector</li><li>• Producing publications for non-scientific audiences, in particular farmers</li></ul>
Skills	<ul style="list-style-type: none"><li>• Excellent written communication</li><li>• Ability to work with various social media (Twitter, Facebook, Instagram, YouTube, Flickr)</li><li>• Ability to work with google analytics</li><li>• Excellent organizational skills and ability to multi-task.</li></ul>	<ul style="list-style-type: none"><li>• Ability to work with website, CMS and SEO</li><li>• Experience with Drupal</li><li>• Experience with working with developers to enable improvements to websites</li><li>• Ability to use hootsuite/social media management tools</li><li>• Editing/ copy-editing and proofreading</li><li>• Photography/video skills, including editing</li></ul>
Personal qualities	<ul style="list-style-type: none"><li>• Independent, proactive and positive attitude</li><li>• Methodical and task-oriented approach to work</li></ul>	
General ability	<ul style="list-style-type: none"><li>• Willingness to take on various duties as required</li></ul>	
Additional requirements	<ul style="list-style-type: none"><li>• Clean driving license</li><li>• Willingness to travel in the UK</li><li>• Willingness to work additional hours at peak times.</li></ul>	

Deadlines for applications is **9am on 4<sup>th</sup> July 2017**. It is proposed that interviews for the position will take place on **19<sup>th</sup> July 2017** at Daylesford, Kingham.

## Practical, Sustainable Farming regardless of labels

### VISION

All farmers and growers in the UK are adopting agroecological practices in management decisions and improving the farm's economic, social and environmental future.

### MISSION

Farmers and growers will have unrivalled access to independent, world-class practical information on sustainable, ecologically-orientated food production. Agricology champions sustainable farming techniques and systems based on agroecological principles, including organic and integrated farming, conservation agriculture, agroforestry and permaculture. Agricology will be the 'go to' platform where farmers and related professionals, educators and students exchange success stories, share research and exchange skills that lead to a more sustainable future of farming.

### DELIVERY

Making the transition to more sustainable farming is a process; Agricology supports producers on this journey.

- An independent umbrella for linking the best available resources on practical, sustainable farming information with research, case studies and best practice examples. The resources are presented in an accessible format, in language suitable for the target audience.
- A platform for sustainable farmers and practitioners to exchange knowledge for the proliferation of best practice, to provide inspiration and support.
- Farmers are the source of practical information, supported by comment from seasoned experts and innovators.

### TARGETING

- Progressive conventional and organic farmers and growers, learners and new entrants, or any producers looking to sustain yield and improve environmental performance with best practice agroecological techniques.
- Educators and advisors, as a route to sharing research, knowledge and examples to a farming audience.

### OUTCOMES

- Agroecological practices are adopted, inputs are reduced, and the environment, economics and communities surrounding farm businesses are healthy.
- Alliances are formed and awareness is raised around the viability of agro-ecological techniques.

### GOVERNANCE:

Agricology is run by a dedicated team overseen by an Executive Board meeting monthly consisting of Tim Field (Daylesford Foundation), Susanne Padel (The Organic Research Centre) and Alastair Leake (The Game and Wildlife Conservation Trust).

Agricology is advised by a Steering Group of representatives from key organisations contributing information to the initiative, shall meet not less than every six months with additional virtual or personal interaction. They will also assist to populate and promote Agricology. The Agricology Steering Group is chaired by a farming professional, who will act as figurehead for the project.

