



JOB DESCRIPTION

Content and Engagement Officer – Agricolgy

Salary range: £26,500 - £30,000 per annum depending on experience

Permanent – Full time

Location – Home working

37 hours per week

REF: IDT2501

VERSION 1.0

Responsible to: Head of Agricolgy

Responsible for: no formal line management responsibilities

January 2025

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The Organic Research Centre

Background

The Organic Research Centre was founded 40 years ago and from the outset has been the only UK organisation focused on research into organic farming systems. ORC works in partnership with organisations across the UK and Europe to support transition to organic and agroecological farming and food systems. [Agricology](#), a project within the ORC, is an independent knowledge platform supporting all farmers and growers to transition to more sustainable and resilient farming systems. It is a free platform, open to everyone, and was set up in response to increasing challenges of declining soil fertility, climate change, declining biodiversity and the need to rethink the way we tend the land. We work with partners across the UK farming industry to bring together research from the field and farmer experiences on using practices that restore the farm ecosystem and support farmers and growers to transition to more resilient, diverse sustainable farming systems.

Job Role

We are seeking a content and engagement officer to support with the creation and management of content on the Agricology website, and to assist with the delivery of on-farm events and project work. The principal responsibilities for this role involve supporting the creation and updating of content on the Agricology website, organising and hosting farmer focused events, attending industry conferences, arranging session content and building networks across the UK farming community. The role will support the work of the Agricology Content Editor on a range of areas across the Agricology website and digital communication channels, whilst working closely with the Head of Agricology to deliver projects that include a program of face-to-face events, farmer focused sessions at industry conferences and generating project related content. It will require a significant amount of UK travel to attend, host events and generate content.

Specific Individual Principal Duties

CONTENT DEVELOPMENT

- Work with the Agricology Content Editor to develop, support and deliver a full annual programme of content development for Agricology.
- Support the Agricology Content Editor to create digital material e.g. farmer profiles, webinars, blogs, vlogs, resource summaries.
- Support the Agricology Content Editor with events, news and general website content upload, newsletter development and content scheduling for social media channels.
- Work with the Agricology Content Editor to ensure that all aspects of the Agricology website are developed, managed and maintained, and that working procedures are implemented e.g. legacy content updates, SEO best practice, website T&C's, contact database, governance, guidance documents and internal protocols.

EVENTS CURATION AND MANAGEMENT

- Support the coordination and development of a calendar of industry events which ensure Agricology engagement across the farming and research communities, identifying key sponsorship, stand or attendance opportunities.

- Assist with the delivery of event partnerships and running the Agricology stand at industry events, and curating topics and speakers as appropriate for event sessions.
- Support the coordination, development and delivery of an on-farm events programme that delivers practical training and knowledge exchange to encourage the adoption of agroecological farming practices. e.g. field visits or farm open days with profiled farmers, partners and other innovators.
- Aid the development of new and engaging event formats and innovative ways to bring stakeholders together for knowledge exchange and farmer-to-farmer learning.
- Ensure in-person representation of Agricology at key events and build outreach.
- Work with the Agricology Content Editor to ensure that social media content from events is covered (photos / videos / narratives and snippets) and relevant user generated content is shared / responded to.

NETWORK BUILDING

- Network across industry to build our community of farmers/advisors/practitioners in different geographies ensuring that their details are captured and records maintained on the CRM system.
- Collate feedback from farmers and share as appropriate with the wider Agricology team.
- Work with the Agricology Content Editor to engage and regularly communicate with partner organisations to encourage promotion of Agricology to their teams as an independent and collaborative information hub and online archive. Encourage their contributions to monthly themes, sharing impact and collating feedback/content suggestions.

MONITORING AND EVALUATING IMPACT

- Support monitoring of Agricology project progress and impact, including documenting monthly website and social media analytics. Work with the wider team to refine the indicators to be measured and reported on.
- Develop simple and effective mechanisms to gain feedback from farmers and researchers on how Agricology can be improved.

Generic Responsibilities

- To contribute to the overall strategy development of Agricology.
- Attend staff and other meetings as requested.
- Support the recruitment and induction of new staff as appropriate to your role.
- Provide meeting, event, and other assistance to staff as required.
- Undertake training to be able to continue meeting the requirements of this role and develop your potential as a member of ORC staff.
- Any other duties that may be allocated by the Head of Agricology, including responsibilities not listed above that may be allocated in the Annual Business Plan and/or agreed as part of annual appraisals.
- Ensure compliance to company Health & Safety, GDPR and any other regulatory or policy requirements

Attributes	Essential	Desirable	How identified/ assessed*
Qualifications			
BSc (2:1 or higher)	X		AP
Advanced studies in agriculture or related subject		X	AP
Project management		X	AP
Experience			
Website management/content creation	X		AP/I
Event management	X		AP/I
Knowledge of sustainable farming in a research or technical context	X		AP/I
Understanding of GDPR		X	AP/I
Social media engagement (Facebook, Instagram, BlueSky, X etc)		X	AP/I
Audio / video content creation		X	AP/I
Image creation and curation		X	AP/I
Skills			
Excellent written and verbal communication skills	X		AP/I/R
Web content management (e.g. WordPress)	X		AP/I/R
Good familiarity with MS Office Suite	X		AP/I/R
Working as part of a team and individually	X		AP/I/R
Google analytics, data analysis and reporting		X	AP/I/R
Familiarity with SEO and website functionality		X	AP/I/R
Familiarity with design software (InDesign, photoshop, premier pro)		X	AP/I/R
Personal qualities			
Confidence with public speaking	X		AP/I/R
Personable with good networking skills	X		AP/I/R
Excellent organizational skills and ability to multi-task	X		AP/I/R
Independent, proactive and positive attitude	X		AP/I/R
Enthusiastic and flexible	X		AP/I/R
Additional attributes			
Clean driving license	X		AP/I
Willingness to travel in the UK	X		AP/I
Willingness to work additional hours at peak times.	X		AP/I

ACTIVITIES	GENERIC ROLE REQUIREMENTS
1 Communication	Disseminate agroecological, regenerative and sustainable farming practices to a wide variety of audiences using appropriate media and methods to promote understanding.
2 Teamwork and motivation	<p>Work with colleagues on Agricolgy website, in-person events and projects as required</p> <p>Collaborate with colleagues on developing content and farmer engagement</p> <p>Attend and contribute to relevant meetings</p>
3 Liaison and networking	<p>Liaise with colleagues, students/interns, co-operating producers/research partners and others</p> <p>Build internal contacts and participate in internal networks for the exchange of information and to form relationships for future collaboration</p> <p>Build external contacts and join external networks to share information and identify potential sources of funds</p>
4 Service delivery	Contribute to the production of content and project outputs aimed at meeting the funders' requirements
5 Decision making	<p>Effectively manage workload and administrative activities, with guidance if required</p> <p>Plan and manage own activity in collaboration with others</p>
6 Planning and organising resources	<p>Manage workload and administrative activities, with guidance if required</p> <p>Resolve problems of meeting project objectives and deadlines</p>
7 Initiative and problem solving	<p>Deal with standard problems and help colleagues resolve their concerns about content creation, website management, in person events and project delivery.</p> <p>Use initiative and creativity to identify areas of future work</p> <p>Identify opportunities for strategic development of new projects or appropriate areas of activity and contributing to the development of such idea</p>
8 Analysis and research	Support team with reporting on activity, analytics and project impact

9 Work environment	Balance with help the competing pressures of project and administrative demands and deadlines Is required to be aware of the risks in the work environment and their potential impact on their own work and that of others
10 Pastoral care and welfare	Show consideration to others
11 Team development	Carry out induction and provide support to new members of the team
12 Knowledge transfer/ learning support	Contribute to the organisation and content of knowledge transfer events/ short courses relevant to areas of activity and specialist knowledge
13 Knowledge and experience	Continually update knowledge and understanding of agroecological, regenerative and sustainable agriculture Engage in continuous professional development Understand equal opportunity issues as they may impact on areas of project work