



Marketing and Promotion Lead, WWOOF UK

**Fixed term, 2.5 days per week, 18 month employment contract
(with the hope the role will continue, subject to income and success)**

Job Description & Person Specification

Overall Purpose of the Job

Lead on increasing the visibility of WWOOF in the run up to, and during, WWOOF's 50th birthday year by taking the lead in developing and delivering projects, campaigns and events to engage existing members, potential members, the general public and the media.

Main Tasks & Duties

1. 50th birthday year project development & delivery:
 - a. Lead on the development of WWOOF UK's marketing strategy for the 50th birthday year. Take a creative approach in incorporating ideas from members, staff and Trustees to initiate, develop and implement campaigns, events and other activities, as appropriate, with a view to generating more awareness of WWOOF in general, and membership of WWOOF UK in particular
 - b. identify and develop ways to work with the WWOOF membership to celebrate the 50th birthday year
 - c. lead on relations with local, regional and national media around the 50th birthday with a view to raising visibility of WWOOF. Lead on identifying and liaising with suitable people for interviews or similar.
 - d. assist in managing volunteers who help WWOOF with these events and celebrations
2. Lead on the development of WWOOF UK's ongoing marketing strategy beyond the 50th year.

Specific Tasks and Additional Duties

1. Assess pre-existing ideas for the 50th birthday year and use expertise to identify which areas to focus on for maximum benefit to existing members, potential members, the general public and WWOOF
2. Along with other team members, CEO and relevant Trustees take part in the Promotions Group to;

- a. further develop, implement and update the strategic marketing plan and promotional plans
 - b. assist the Social Media Liaison to ensure a consistent, dynamic social media presence for WWOOF UK, including identifying innovative ways of engaging people via social media
 - c. design and develop promotional materials e.g. flyers, calendar, posters etc. and procure, print, store and distribute where necessary
 - d. monitor impact and effectiveness of activities, including using Google Ads and Google analytics to monitor ads, campaigns and web traffic
 - e. secure advertising via social and printed media as appropriate
 - f. generate appropriate content for newsletter, publications and the WWOOF UK website.
 - g. contribute to oversight of promotions budget
3. Project development for the future of WWOOF including generating ideas, researching their feasibility, and possibly fundraising to allow their implementation
 4. Take on the administration, organisation, preparation and host support for promotions-related events e.g. Taster Days, group WWOOFing events
 5. In conjunction with CEO, develop partnerships e.g. mutual promotion, joint membership drives with other like-minded organisations to support 50th birthday year marketing strategy
 6. In conjunction with the CEO, develop a newsletter for alumni and other interested parties (non-members)
 7. Make contributions and / or presentations related to specific areas of the job description at the AGM and any other Council meetings and as and when required.
 8. Answer general marketing-related queries by email and telephone, and feed back main themes to staff and Trustee teams.

Person Specification

Essential

- A strong understanding and / or experience of being an active WWOOF member
- A passion and belief for what WWOOF is trying to achieve in this world and a willingness to 'go the extra mile' to help make things work
- Good technical skills in the use of VOIP packages, social media, Google products including Google Ads and Google Analytics, website content management systems, promo material design
- Experience of promotion and marketing, ideally in the voluntary sector
- Experience of working with local, regional and/or national press and media organisations and good knowledge of how to access media outlets
- Good copywriting skills and the ability to write engaging articles
- A creative, positive and proactive approach
- Confident, approachable and professional manner
- Based in the UK

Desirable

- An appreciation of WWOOF's position on the national and international stage as an environmental charity, and the confidence to bring WWOOF to the front of that stage

- already involved in the organic farming, access to land etc. sector, and therefore bringing pre-existing contacts within like-minded organisations
- knowledge on how to create leaflets and posters
- experience of managing people, particularly volunteers
- experience of organising events
- experience of writing successful fundraising bids

Special Considerations

- The rest of the team all work on a Tuesday, so it is important you are available at least for a half a day (but preferably the whole day) on Tuesdays for group meetings, effective communication etc.
- It's essential that you're a team player and capable of working well in a collaborative setting, acknowledging and respecting the decisions of others and the direction that Council wishes WWOOF UK to proceed
- Council meetings happen three times a year (usually a weekend in February and September, and a one-day meeting in June). You will be required to attend at least the AGM in person, and possibly more of the meetings.
- You will need to work within the policies of WWOOF UK and contribute positively to the smooth running of the organisation as active part of an effective team, helping to identify, discuss and implement improvements to WWOOF UK practices
- Your role may occasionally and temporarily be altered to help others or complete a task not specifically within your remit to generally ensure the wellbeing and smooth running of the team.

Accountability

You will be accountable to the WWOOF UK Coordinator / Chief Executive, and ultimately to the Trustees of WWOOF UK.

Working arrangements

It is expected that you will work from home within the UK, using and maintaining your own equipment. Occasional travel within the UK will be required.

Terms and Conditions

This is a 2 day / 15 hour per week post. Pay rate is £14.46 per hour, and holiday allocation is X days per year, pro rata and to include Bank Holidays (the holiday arrangement is slightly complicated so we would take care to explain this to you)