

Farm491 Marketing and Outreach Officer

The Role

Department:	Commercial Services
Job details:	Fixed term for 2 years; Full time (35 hours a week) or part time considered
Salary:	Grade 5: £22,417 - £26,715 per annum (pro rata for part time)
Location:	John Alliston Centre, Cirencester
Responsible to:	Head of Farm491 & Programme Manager

Purpose

To develop and deliver an outreach and marketing programme that engages, informs and recruits AgriTech start-ups and SME's to the Farm491 community. The role holder will strive to promote the Farm491 brand and the activity of its members to an appropriate network and ensure that Farm491's marketing content is relevant and exciting. The Marketing and Outreach Officer's activities will help to obtain new members and increase engagement with external stakeholders. The role holder will also offer a light-touch level of business support if a member requires advice on marketing within their business.

The post holder will assist in promotion, delivery and monitoring of the Inspiring AgriTech Innovation (IAI) Programme, part funded by European Regional Development Fund (ERDF).

Key Responsibilities

THIS POST IS FUNDED BY THE

1. Plan, co-ordinate and deliver a wide range of digital marketing and outreach activities for identified targeted beneficiaries.
2. Develop and regularly maintain a robust marketing plan.
3. Attend relevant events (in person and virtually) to promote Farm491 and the IAI programme.
4. Deliver inspiring presentations to a range of audiences to raise aspirations and knowledge relating to AgriTech.
5. To significantly improve the awareness and to challenge the perceptions within the county and further afield in relation to STEM based career options from the broader AgriTech perspectives.
6. Contribute to the evaluation and monitoring of all events, providing information to relevant colleagues within Farm491 and the RAU to help the effective reporting of activities.
7. Build and develop effective social media campaigns that develops working relationships with target beneficiaries, whilst identifying new opportunities for collaboration, engagement and recruitment.
8. Drive consistent, relevant traffic and leads from our social network presence.
9. Track, measure, and analyse all initiatives to report on social media ROI.
10. Maintain Farm491 website content and blogs, writing regular articles which can be shared widely. Contribute to external content projects when appropriate such as newspaper articles.
11. Produce high quality promotional/marketing materials, including videos.
12. Collate relevant industry news to share in stakeholder newsletters.
13. Assist colleagues with events including (but not limited to) shows and fairs, open days, giving tours of facilities to prospective IAI programme members and partners.
14. Working closely with the team to manage marketing and outreach priorities, specifically working closely with the Centre and Events Manager.
15. Support Farm491 members by offering marketing advice and promoting their businesses when opportunities arise.
16. Undertake such other reasonable responsibilities and tasks, commensurate with the position Grade, that maybe assigned by the Head of Department and Line Manager.

General responsibilities:

- The University is committed to equality of opportunity. All staff are required to comply with current legislation, University policies and good practice guidance.
- All staff are required to act in a way that safeguards the health and wellbeing of children and vulnerable adults at all times. The post holder must be familiar with and

THIS POST IS FUNDED BY THE



European Union
European Structural
and Investment Funds



adhere to appropriate safeguarding policies and guidance and participate in related mandatory/statutory training. Managers have a responsibility to ensure their team members understand their individual responsibilities with regard to safeguarding children and vulnerable adults.

- All staff are required to participate in the University appraisal process and should ensure they are familiar with the process and plan time to prepare for their appraisal. Following the appraisal, staff are expected to undertake in any necessary learning and development and work towards the objectives that have been set.
- The University expects staff to attend any training designated as mandatory and to undertake learning and development activities to support their role. Managers must facilitate learning and development within their teams.
- It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The post holder must ensure that the confidentiality of personal data remains secure and that restricted information or highly restricted information to which they have access remains confidential during and after their employment at Royal Agricultural University. All staff must undergo appropriate data protection training as required.
- All absence from work must be reported in accordance with the University's absence procedures and recorded on iTrent.
- The University acknowledges its responsibility to provide a safe, smoke free environment, to its employees, service users and visitors. It is the policy of the University not to allow smoking on University premises other than in specifically designated areas.

PERSON SPECIFICATION

Requirements	Essential (E) or Desirable (D)	Measured By
The post holder must be able to demonstrate:		A) Application Form B) Interview C) Test / Exercise D) Presentation
Qualifications:		
<ul style="list-style-type: none"> • Educated to degree level or equivalent 	E	A

THIS POST IS FUNDED BY THE



European Union
European Structural
and Investment Funds

gfirst LEP
growing gloucestershire

<ul style="list-style-type: none"> At least 1 year relevant commercial experience in digital marketing (social media, website, affiliate), PR or other outreach activities. Or similar experience shown through education 	D	A,B
Knowledge, Experience and Skills:		
<ul style="list-style-type: none"> Drive, enthusiasm and strong commitment to improving access to AgriTech as a business opportunity 	E	A, B, D
<ul style="list-style-type: none"> Excellent front of house and customer service skills 	E	A,B
<ul style="list-style-type: none"> Excellent organisation and project management skills 	E	A,B
<ul style="list-style-type: none"> Excellent creative thinking skills, with an ability to use both data and intuition to inform decisions 	E	A, B, D
<ul style="list-style-type: none"> A flexible approach with the ability to undertake frequent travel and the ability to set up exhibition stands 	E	A,B
<ul style="list-style-type: none"> Experience of developing strong relationships and identifying new opportunities with a variety of internal and external stakeholders 	E	A,B
<ul style="list-style-type: none"> Experience of creating websites (e.g. WordPress), writing promotional copy for online, print and social media. 	E	A,B
<ul style="list-style-type: none"> An established network within the AgriTech and/or agricultural industry 	D	A, B
<ul style="list-style-type: none"> Experience of creating concise reports based on evaluation of statistical information and market research 	D	A,B
<ul style="list-style-type: none"> Awareness of developments in AgriTech 	D	A,B

Special requirements

The post-holder must have a full driving licence or equivalent mobility as independent travel to locations within the UK will be necessary.

The post holder must be capable of moving heavy items up to 20 kg

The post will involve working some weekends and evenings involving overnight stays.

THIS POST IS FUNDED BY THE



European Union
European Structural
and Investment Funds

gfirst LEP
growing gloucestershire

Application Process

If you are interested in applying for this role, please send:

- A University [Professional Services Application Form](#) together with the [Equal Opportunities Monitoring Form](#) available on the University website www.rau.ac.uk) – you may attach your up to date CV if you wish to add additional information
- Details of two referees who must be people who can comment authoritatively on you as a person and as an employee in relation to the level of the post, and must include your current or most recent employer or their representative.
- Please forward to the HR Team, Royal Agricultural University, Cirencester, Gloucestershire, GL7 6JS or via email to jobs@rau.ac.uk stating where you saw the advert for the role
- **Closing date:** 22 September with **Interviews on:** 7 October 2021.
- Should you be selected for interview please be aware that we are unable to reimburse interview expenses.

THIS POST IS FUNDED BY THE



European Union
European Structural
and Investment Funds

gfirst LEP
growing gloucestershire