

# Hillfields Community Garden

## Marketing and Communications Coordinator



<b>Job Title</b>	Marketing and Communications Coordinator
<b>Reports to</b>	CEO
<b>Based from</b>	Remote and Hillfields Park Community Centre, Thicket Avenue, Hillfields, BS16 4EH
<b>Hours of work</b>	10 hours per week
<b>Days</b>	Flexible working pattern with immediate start date. Days to be determined in conversation with the successful candidate and the CEO.
<b>Duration</b>	Fixed Term Contract ending December 2026*
<b>Salary</b>	£26,936** (pro-rata/FTE 37 hours)
<b>Eligibility</b>	Applicants must have the legal right to work in the UK. The successful applicants are appointed subject to satisfactory references which will only be requested from the appointable candidate.
<b>Deadline</b>	13th February 2026
<b>Applications</b>	<a href="https://forms.gle/jdHvCJNWu69n71tw5">https://forms.gle/jdHvCJNWu69n71tw5</a>

Hillfields Community Garden [HCG] are looking for a passionate individual to join our growing team. Our Marketing and Communications Coordinator will raise and maintain the profile and brand identity of the charity. The main purpose of this role is to grow our audience; aiming to increase footfall and income, in accordance with our vision and mission.

### Hillfields Community Garden

In February 2025 Hillfields Community Garden took over the running and delivery of Hillfields Park Community Centre, an important local space in the heart of Hillfields, BS16. Established by local residents, the charity has expanded in recent years after running a community garden in Hillfields Park since 2020. This is an exciting opportunity to join a growing charity, which is increasing its community development in Hillfields.

### Main Tasks and Responsibilities

#### Marketing

- Promote HCG to residents and coordinate promotional activities within the team, signing people up to mailing lists and other promotional avenues
- Communicate with local organisations, businesses, non-profits, and other groups to build relationships that could be beneficial to the community
- Develop and distribute new communications materials (posters, flyers, social media graphics, press releases, newsletters)
- Ensure consistent branding across all platforms and materials

## Communications

- Manage and create engaging content for our social media channels (currently Instagram and Facebook) , website (Weebly), Whatsapp Community, and e-newsletter (Mailchimp)
- Write and distribute newsletters to our audiences working with colleagues to generate engaging and creative content
- Produce regular updates on HCG's projects, activities, and achievements to share with stakeholders and the public
- Work with staff and volunteers to gather stories, photos, and videos that showcase impact and community involvement
- Work with the staff team around event promotion
- Monitor and evaluate communication and marketing activities, adjusting strategies as needed

## Additional Focus Areas

- Explore new ways to reach underrepresented groups within the community
- Collaborate with the team to ensure marketing supports wider organisational priorities and events
- Track and report on engagement metrics to help guide future marketing plans

## General

- To attend regular supervision, and a three month probation review
- Contribute to team meetings, training and reviews when required
- Participate in personal training and development and be proactive in identifying needs

*This job description sets out the key outcomes required. It does not specify in detail all the activities the post holder is required to undertake to achieve these outcomes.*

## Essential

- Experience in a communications, marketing, or similar role
- Ability to work collaboratively as part of a small team, with a flexible and solutions-focused approach
- Strong awareness of current and emerging digital, social media, and online communication trends
- Ability to create clear, engaging, and creative content tailored to diverse audiences across multiple platforms
- Excellent written and verbal communication skills, with a high standard of English
- Experience using platforms and tools such as Mailchimp, WhatsApp, Meta platforms, Canva, Go Daddy and similar systems
- Experience producing visual content, including photography, video, and simple multimedia assets
- Good working knowledge of website and social media analytics, search engines, and performance reporting tools
- Familiarity with tools such as Google Analytics, Google Tag Manager, SEO practices, and design software

- Strong IT skills, including content management systems, email marketing software, and social media scheduling tools
- Experience designing printed materials and supporting offline communications
- Ability to handle data responsibly and in line with GDPR requirements

### Desirable

- Experience working with, or a strong interest in, community-led or grassroots organisations
- Copywriting skills, with experience adapting tone and messaging for different audiences and campaigns
- Experience creating online marketing materials using templates and brand guidelines as part of wider campaigns
- Knowledge of relevant standards and good practice, such as data protection, confidentiality, and sector regulations

We strongly believe that a diverse organisation brings with it a diversity of ideas, thinking and ways of working which enhance what we do. Our staff bring with them a diversity of experiences, backgrounds, skills, ages and outlooks, which can provide added value to the services delivered by the project. We welcome applications from all people living in and around Hillfields.

\*This role is offered as a fixed-term role initially due to funding restrictions, it is possible that further funding may be sourced and this role extended, however this is not guaranteed.

\*\*A full pay review review will be happening in 2026. As a result this salary *may* be increased inline with our policy. This is further dependent upon available funding and Trust Board approval.

**Contact:** Sarah Rogers [ceo@hillfieldscommunitygarden.co.uk](mailto:ceo@hillfieldscommunitygarden.co.uk)

**Registered Charity number:** 1204254

**Facebook:** [Hillfields Community Garden | Facebook](#)

**Website:** <https://www.hillfieldscommunitygarden.co.uk/>