

# Job Description

## Social Media Executive

Part Time (Fixed Term)



### About Borde Hill

Borde Hill (BH) is a registered charity and a Grade II\* listed English Heritage Garden set within 380 acres of parkland and woodland in an Area of Outstanding Natural Beauty. Created in the early 1900's with plants gathered by the great plant hunters from their travels to the Himalayas, China, Burma, Tasmania and the Andes, it contains 78 champion trees and over 8,000 trees and shrubs listed by the Royal Botanic Gardens Kew.

Borde Hill features one of the best private collections of champion trees in Britain and one of the most comprehensive collections of trees and shrubs in the world. In addition to the living collection, the Garden also has a rare surviving written archive which allows us to better understand the plant collection and social history to engage our visitors about "the world in one garden."

The Garden today offers a high level of visitor interest and has become extremely popular, with 70,000 visitors each season, offering the wellbeing benefits of being in the open air, immersed in the beauty of nature.

The Stephenson Clarke family have been custodians of Borde Hill for five generations, and are at a stage of generational change that will see investment, new energy, opportunities and ideas aimed at broadening our visitor demographic and ensuring Borde Hill is sustainable for future generations. This will include new pillars of field to fork dining, a biodynamic growers project and a rejuvenated family parkland offering with improved infrastructure, better horticultural interpretation and plant management.

### The Role

We are looking for a Social Media Executive to join the team at Borde Hill. You will be responsible for strategically producing, posting and updating digital assets and content across our social media channels. You will produce written and visually led multimedia content that supports a range of different activities, from the marketing of events and what's happening in the Garden, through to Stories about our garden team's horticultural work and the progression of our long-term vision.

You will be a proactive storyteller with a good understanding of how audiences consume different types of digital content, and have strong copywriting and design skills. You will actively seek out ideas that bring our work and vision to life.

### Our Team

We have a small, friendly, hardworking team with huge ambitions to grow the business. There are lots of new events and initiatives taking place next year, so this is a very exciting time to join us. Being a small team it is crucial that you are happy to work collaboratively and to step outside of your own role to support others as needed.

We truly value our small staff team and the successful candidate will be supported and respected to help them achieve their full potential and career ambitions within this Family-led company.

### Salary:

£11,000-£12,000 per annum subject to skills & experience.

### Hours:

15 hours per week to include Bank Holidays and some weekend/evening work. Fixed Term for 1 year.

### Holiday entitlement:

28 days inclusive of Bank Holidays (pro-rata)

### Closing date:

28 January 2022

### To apply:

Please email your covering letter and curriculum vitae to [info@bordehill.co.uk](mailto:info@bordehill.co.uk)

If you are short listed you will be contacted shortly after the closing date and invited to interview.

### Our location:

Borde Hill Lane  
Haywards Heath  
West Sussex  
RH16 1XP

01444 450326  
[www.bordehill.co.uk](http://www.bordehill.co.uk)

Registered Charity No:  
246589

# Role Profile

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### Scope of the Role

You will lead the creation, delivery and day-to-day social media management across our channels.

The role reports into the Executive Manager, but you will have close liaison with the PR Directors for Borde Hill Garden and Borde Hill Events. You will also have a close working relationship with the Visitor Experience Manager regarding content for the event programme.

The role requires experience of creating customer-facing content with strong copywriting and design skills. You'll understand the power of content, its amplification and how it can drive brand awareness and consumer engagement. We're looking for someone who is passionate, and willing to drive our social media presence across Instagram, Facebook, Twitter and LinkedIn, and can demonstrate how they've created content and conversation via social media channels elsewhere.

### Areas of specific responsibility:

- Strategy development - support the Marketing Directors in the development of the social media strategy, including quarterly reviews that drive continuous improvement based on performance insight and the latest trends to engage existing and new followers and visitors.
- Strategy and Planning - own the delivery of the content plan across all social media channels creating a weekly calendar and making sure it aligns to our brand vision and calendar of events.
- Social media management - day-to-day management of all social media activity, paid and organic, to drive reach and brand engagement.
- Process management - co-ordinate the sign off process for all social media activity with key stakeholders as necessary, working in partnership with colleagues from across Borde Hill to source, draft and publish written and multimedia content, including taking photographs of the Garden at events etc.
- Social Community management - lead on social media community engagement, ensuring our tone of voice is consistently communicated and that comments are responded to in a friendly, timely manner
- Measure effectiveness and optimise performance - set targets to increase brand awareness and engagement. Regularly track and report on the performance of these KPIs for all channels. Use insights to better understand the impact of our activity and improve it for future growth.
- Industry and competitor analysis - review and report on key content and social media activity that is being delivered by key industry sources, competitors and other leading brands, making recommendations to evolve or enhance our own approach where required.

### What we're looking for:

- Experience of planning, creating and delivering multi-channel content strategies
- Evidence of strong content development and social media management skills
- Understanding of audience segmentation, and tailoring content and messaging for various channels
- An excellent eye for detail, accuracy, and consistency
- Highly organised with the ability to manage multiple priorities
- Excellent communication skills, both written and verbal
- Proactive, taking initiative and embracing opportunities to suggest new ways of engaging customers
- Team player, with the autonomy to manage own schedule and responsibilities
- Ability to take feedback on board, offering and implementing solutions
- Enthusiastic and self-motivated
- Ability to manage a range of stakeholders at all levels of seniority

## **Knowledge, skills and experience required**

*(Please provide evidence in your Covering Letter and CV)*

We're looking for someone who is highly organised, can multi-task and is able to work under pressure. You will need innovative creative writing and design skills to bring the Borde Hill vision to life.

- Excellent organisation and planning skills with 2+ years of relevant experience.
- Excellent written and verbal communication skills, highly adept at writing, copy editing and proofing online content.
- Experience of designing assets for social media
- Experience of using Google analytics and the ability to interpret data to understand audiences and make marketing decisions.
- Experience of working for a culture/heritage site and/or a lifestyle / consumer brand.
- Be genuinely enthusiastic about working with people with a strong customer service ethos.
- Proficient IT skills, including creative media editing, and confident learning new systems
- Creative flair, with a positive outlook and results focussed.
- Ability to demonstrate a flexible approach, with the ability to prioritise own workload, multi-task, problem solve and maintain confidentiality.
- Demonstrate an awareness of competitor activity, be confident to offer new ideas and initiatives
- Enjoy working in a small team.
- Comply with our procedures, including Financial, H&S, Equality and Diversity.

Some evening and weekend work will be required.

*We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.*