COME AND WORK WITH US!

**Sales, Marketing & Communications Co-ordinator**

Do you have a passion for fresh, seasonal and local produce?

Do you have an eye for detail and a capacity to roll your sleeves up and get stuck in when necessary?

Are you great at working as part of a team but have the gumption to manage yourself too?

**Job Title:** Sales, Marketing & Communications Co-ordinator

**Location:** Hybrid - home and at Tamar Grow Local, Kelly Bray, PL17 8EX

**Hours:** Up to full-time, negotiable

**Pay:** £29,990 for full time, or pro rata

**Duration:** Fixed term contract for 12 months with potential to extend

**About Us**

Tamar Grow Local CIC, has been creating a unique and resilient food system combining community projects and small commercial enterprises including a honey and apple co-op, online farmer’s market, farmstart and a community vineyard.

All the projects are based around selling and promoting local Tamar Valley produce and supporting a local, fair-trade system for growers and farmers as well as making produce from small-scale growers more readily available for consumers. Our mission is to create a thriving, sustainable food network, supporting both producers and consumers within the Tamar Valley and beyond.

**Role Overview:**

We are looking for a highly motivated and dynamic Sales, Marketing & Communications Coordinator to join our team. This new role requires a combination of creative marketing, strategic sales, and effective communication skills to promote Tamar Grow Local’s services and products. Your primary focus will be on increasing sales for Tamar Valley Food Hubs, the Good Food Loop and Tamar Valley Apple Co-operative; and developing and marketing multiple projects at Tamar Grow Local. The ideal candidate will be passionate about sustainable local food systems, community engagement, and driving brand awareness and growth through innovative marketing strategies.

**Key Responsibilities:**

**Sales and Business Development:**

* Develop sales strategies to increase memberships across our projects and co-operatives, product offerings, and services to local businesses, producers, and consumers.
* Increase customer base for Tamar Valley Food Hubs, Good Food Loop and our local apple juice.
* Manage and grow key partnerships to increase revenue opportunities for Tamar Grow Local.
* Develop targets, monitor and report on sales progress, including identifying areas for growth and improvement.

**Marketing:**

* Plan and implement marketing campaigns that drive awareness, engagement, and growth for Tamar Grow Local’s services and events.
* Develop digital marketing strategies, including social media content, email newsletters, and online advertisements.
* Create engaging content that aligns with the TGL’s values, mission, and target audience.
* Analyse and report on the effectiveness of marketing campaigns, making recommendations for improvements.

**Communications and Public Relations:**

* Develop blog posts, and content for newsletters that highlight key initiatives, success stories, and upcoming events.
* Build and maintain relationships with local media outlets and stakeholders to promote positive coverage of Tamar Grow Local.

**Qualifications and Experience:**

* Proven experience in sales, marketing, or communications, ideally within a non-profit or community-focused organisation.
* Strong understanding of digital marketing tools, including social media platforms, email marketing, and website content management.
* Excellent written and verbal communication skills.
* Ability to create and execute successful marketing campaigns that deliver measurable results.
* Strong interpersonal skills, with the ability to build relationships with diverse stakeholders.
* A passion for sustainability, local food systems, and community-driven initiatives.
* Self-starter with the ability to work independently and as part of a team.

**Key Skills:**

* Sales and business development
* Marketing strategy and execution
* Social media management
* Content creation (writing, photography, video)
* Communication and public relations
* Data analysis and reporting
* Creativity and problem-solving

**Why Join Us?**

* Opportunity to be part of a growing, community-driven initiative dedicated to sustainability and local food systems.
* A collaborative, inclusive work environment where your contributions make a direct impact.

**How to Apply:**

The deadline for applications is Friday 6th June with interviews taking place on Thursday 12th June.

Please forward a CV and covering letter to sararock@tamargrowlocal.org and tell us why you think you’d be our perfect fit. Please include examples of your sales, marketing and communications work where possible.

Tamar Grow Local is an equal-opportunity employer and welcomes applications from individuals of all backgrounds.