



MARKETING AND COMMUNICATIONS COORDINATOR

JOB DESCRIPTION

Background

The TFA is the representative body for tenant farmers and others who do not own the land they use for their farm businesses. It seeks to support and enhance the landlord-tenant system and represents and advises members on all aspects of agricultural tenancy and connected matters.

The TFA is looking for an energetic and enthusiastic individual to take on the role of the Association's Marketing and Communications Co-ordinator. The successful candidate will be responsible for the coordination of the Association's marketing, communications and running all Association online and face to face events, maintaining the Association's profile and its promotion.

This is an office-based role at the TFA's Head Office in Theale, Berkshire. The successful candidate will work as part of a small team and report to the Head of Membership, Administration and Communications.

The successful candidate will need to show that they have excellent inter-personal, organisational and motivational skills, a demonstrable aptitude for social media and a high degree of accuracy. On occasion there may be a need to travel to attend meetings or events in parts of England and Wales.

Outline of Job

- The management of all internal and external TFA publications including the drafting, production and distribution of the English and Welsh TFA Newsletters produced six times a year, the annual Members' Handbook, other hardcopy publications and a weekly e-newsletter.
- The management of the TFA's website (hosted externally). This includes managing content and increasing use among TFA members in conjunction with other members of the TFA team. Using search data from Google and ensuring content is added to improve Search Engine Optimisation.
- The management and development of the TFA's social media channels including Instagram, LinkedIn, Facebook, YouTube, X and Survey Monkey for ad hoc surveys. Looking to expand the reach of and engagement with the TFA on these and other platforms.
- Organise, manage, promote and run a programme of monthly online hour-long evening webinars including set up and management of each event, driving awareness and attendance, speaker liaison, producing all support visuals and slide decks, briefing a video editor and uploading content onto social media and TFA Website post event.

- Gaining sponsorship for TFA publications and events.
- To manage the Association's engagement with the media including drafting and editing media statements and other content.
- To manage the promotion of the Association including through the development of a marketing plan.
- To protect, promote and maintain the current TFA brand and image.
- To organise, manage and administer national TFA events, conferences and the TFA's presence at shows and technical events.
- Working with the TFA's volunteer Local Leads based at County level around the country to organise, manage and administer local meetings and events.

Employment Details

1. The successful candidate will report to The Head of Membership, Administration and Communications.
2. The role is office based at the Association's Head Office in Theale, West Berkshire.
3. As part of a small team the Marketing and Communications Coordinator will be expected to work flexibly and from time to time carry out duties not directly part of their job description.
4. The standard working week is 35 hours. However, from time to time the Marketing and Communications Coordinator will be expected to attend events and meetings which are outside normal hours.
5. Holiday entitlement is 26 days per year (taken at times agreeable to the Association) together with all English Public and Bank Holidays. Holiday entitlement increases by one day per year after two years continuous service up to a maximum entitlement of 30 days holiday per year in total.
6. The starting salary will be £35,000 per year. The salary will be reviewed annually on 01 April (first review April 2028). The Association also offers an optional workplace pension scheme involving a 5% contribution from the employee and a 3% contribution from the employer. The employer's contribution will increase to 5% after five years continuous service. Employees are able to opt out of this scheme.
7. There will be a 3-month probationary period after which, subject to performance, the appointment will be either confirmed or the period on probation will be extended to a maximum of a further six months.

8. Notice of termination of employment will be as follows:

	Notice from Employee	Notice from Employer
Within the first month of employment	One week	One week
After the first month of employment and up to the end of the probationary period	One month	One week
After the end of the probationary period	Three months	Three months

Required Skills

1. Excellent inter-personal, organisational and self-motivational skills.
2. A high degree of accuracy and attention to detail.
3. Enthusiasm, drive, outgoing and engaging.
4. A knowledge of and an affinity with the agricultural industry would be an advantage but not essential.
5. A demonstrable aptitude for social and new media.
6. Experience in communications and online and face-to-face events management.
7. The ability to work flexibly in a small team and often independently.
8. Full driving licence and a willingness/ability to drive hire cars and vans with people and equipment.
9. Excellent computer and IT skills.

Recruitment Process

Applications in writing which **must** include a full covering letter describing why you want the role with full CVs by **Friday 20 November 2026** to: Sharon Dunn, TFA, 5 Brewery Court, Theale, Reading, RG7 5AJ Tel: (0118) 930 6130 email: tfa@tfa.org.uk

Interviews: Late November/ early December 2026
Start Date: As soon as possible thereafter

21 October 2026
GWD/1023