



**Job Title:** Sales & Marketing Representative  
**Start Date:** 5 January 2015  
**Hours:** 3 days per week (flexi-time)  
**Salary:** £21,400 pro rata + performance related bonus  
**Contact length:** 12 months (3 month probationary period)  
**Location:** [Sutton Community Farm, South London, SM6 0SH](#)

## **JOB PROFILE**

### **Summary**

We're looking for an enthusiastic go-getter who is passionate about local food, to go out into the community and promote our farm's VegBoxes.

You will be representing one of London's most exciting community farms and a VegBox scheme that has exceptional freshness and quality – at events, markets, doorsteps and pick-up points across south London. We expect the applicant to be a warm, approachable, self-starter with excellent communication and sales skills.

Our VegBox scheme currently operates with 170 weekly customers in the local area. We are looking to expand our customer base to 350-400 customers.

### **Duties and responsibilities**

- Expand the customer base and improve customer retention
- Continual improvement of marketing strategy
- Design promotions / special offers
- Launch new pick-up points in strategic locations
- Build relationships with existing pick-up points
- Link with organisations to promote the VegBox scheme
- Door-to-door canvassing
- Attend events (fairs and markets)
- Use social media channels to promote our VegBoxes
- Use online marketing e.g. Google AdWords
- Secure additional support as needed, for example, volunteers

### **Qualifications and skills level**

- 2+ years sales and marketing experience
- Highly organised with good time management skills
- Excellent communication skills (written and verbal)
- Understanding of and commitment to sustainable agriculture and farm ethos.
- Experienced in social media (Twitter, Facebook)
- Clean driving license

### **Desirable:**

- Competent with graphic design

## **Sutton Community Farm**

Sutton Community Farm is a community-owned social enterprise with a mission to increase access to fresh, healthy, sustainable food and provide a space for the community to cultivate skills.

We are a highly motivated team, passionate to help create positive relationships between people and food. We farm with organic principles and strive to be a deeply sustainable business. We are driven by values of respect, transparency, quality and integrity.

Please visit our website for more information: [www.suttoncommunityfarm.org.uk](http://www.suttoncommunityfarm.org.uk)

## **Position in organisation**

Sutton Community Farm is a small enterprise with six employees. The Sales & Marketing Representative will report to the General Manager and will work closely with the VegBox Project Assistant.

## **How to apply**

To apply please send your CV and covering letter to Sam Smith:  
[vegbox@suttoncommunityfarm.org.uk](mailto:vegbox@suttoncommunityfarm.org.uk).

**Deadline for applications:** Friday 5th December 2014 for interviews the following week.

**Start date:** 5 January 2015 (with some flexibility)