

Vacancy: Freelance Publicity & Marketing Coordinator

Location: Remote within reach of Grapes Hill Community Garden, Norwich

Salary: £15 per hour, up to 12 hours per month

Contract Type: Freelance

Reports to: Chair of Trustees

Overview

We are seeking a creative and proactive Freelance Publicity & Marketing Coordinator to support the growth and visibility of our community garden. This role is ideal for someone passionate about community initiatives, sustainability, and local engagement, with the skills to tell compelling stories and attract volunteers, partners, followers and supporters.

Key Responsibilities

Marketing & Communications

- Develop and deliver a simple, effective marketing and communications plan
- Manage and grow our presence across social media platforms (i.e. Instagram, Facebook)
- Create engaging content including posts, reels, newsletters, and basic graphics
- Maintain and update website content

Publicity & Outreach

- Build relationships with local media, community groups, and partner organisations
- Draft and distribute press releases and event listings
- Promote garden events, workshops, and volunteer opportunities
- Identify opportunities for local partnerships and cross-promotion

Community Engagement

- Help increase volunteer participation and community involvement
- Capture stories, photos, videos and testimonials from garden users
- Support inclusive and accessible communication for diverse audiences

Brand & Materials

- Ensure consistent tone and messaging across all communications
- Design or coordinate simple promotional materials (flyers, posters, signage, tee shirts/ hoodies)
- Support development of the garden's identity and voice

Person Specification

Essential

- Experience in marketing, communications, or publicity (freelance or employed)
- Strong writing and storytelling skills
- Familiarity with social media management tools and platforms
- Ability to work independently and manage time effectively
- Interest in community projects, sustainability, or urban green spaces

Desirable

- Experience working with charities, community organisations, or local initiatives
- Basic design skills (e.g. Canva, Adobe tools)
- Knowledge of local media and community networks in the UK
- Experience with email marketing platforms (e.g. Mailchimp)

What We Offer

- The opportunity to make a meaningful difference to the lives of our volunteers and community
- A supportive, friendly environment with induction and ongoing training
- The satisfaction of helping create a thriving, safe and welcoming community space

About Grapes Hill Community Garden Group

Grapes Hill Community Garden Group is a registered charity (No. 1156616) that transformed a run-down, tarmac-covered former play area near Norwich city centre into a thriving community garden that opened in July 2011.

Our Mission: We provide local residents with opportunities to learn and share horticultural skills in a fully accessible environment. Our garden is designed for full wheelchair access, and we offer free events and workshops that enhance social cohesion by providing fun, education and entertainment for all age groups. The garden is open every day of the year, free of charge to all visitors.

What We Do: Our 50m x 12m garden features over 200 plant species, including fruit trees and bushes, herbs, edible flowers, and woodland wildflowers. We have nine deep raised beds available for local residents to rent for growing vegetables, a greenhouse, fan-trained fruit trees, and unusual varieties such as quince, medlar, and Japanese wineberries. The garden also provides shaded seating areas, sculptures by local artists, and a welcoming lawn space for the community to enjoy. We run regular workshops, events and activities that bring people together whilst teaching valuable horticultural skills and promoting wellbeing through gardening

Feel free to visit a session or event: <https://grapeshillcommunitygarden.org/pages/events-calendar/>

How to Apply: Please send your CV and a maximum two-page covering letter as well as some examples of your work (campaigns, social media, writing) to: contact@grapeshillcommunitygarden.org by 5pm Friday 12th June 2026.

Shortlisted candidates will be invited to a one-hour interview either face to face or online. We will share the questions in advance.

Use of Artificial Intelligence (AI) in your application: We recognise that AI tools are part of many people's working lives and may be used in preparing applications/interviews. That said, applications are assessed on the basis of your personal experience, judgement and examples. We score for specificity and authenticity; responses that appear generic or indistinguishable from standard AI-generated content will be scored lower.

Reasonable adjustments: If you require any reasonable adjustments during our recruitment processes, including assistance with reading this page or sending documents, **please contact** contact@grapeshillcommunitygarden.org

Equal Opportunities: Grapes Hill Community Garden Group is committed to equality of opportunity for all trustees and applicants. We welcome applications from all sections of the community.