



Appointment Brief for Farm Director

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1. Introduction

We are seeking a visionary, strategic and courageous leader to realise our ambitions for the next exciting chapter at Kentish Town City Farm. The Farm Director is the key figurehead for the farm, providing leadership to an experienced and inclusive team of staff and volunteers, and ensuring financial growth. Working with the board the director will continue development of the mission and strategy as a vital urban greenspace at the heart of a London community. With a well-established animal programme, in the future, we will further develop an ecological approach maximising the positive impact of wild spaces and growing places for our community.

2. Role responsibilities

2.1 Strategy development

2.1.1 Work with the Board of Trustees to develop and update a 5-year business plan that will enable the Farm to meet its mission and goals and ensure its long term sustainability.

2.1.2 Lead, articulate and drive our vision, applying the Farm's values to design our offer, especially by seeking and responding to staff and stakeholders' input.

2.2 People management

2.2.1 Positively manage a small team of professional staff, sessional workers and dedicated volunteers to deliver high quality lifelong learning, community and therapeutic programmes incorporating agricultural, horticultural, environmental and creative activities.

2.2.2 Manage recruitment, selection, induction, appraisal and supervision of staff by following Farm policies, best practice guidance and procedures such as disciplinary and grievance.

2.2.3 Plan your own and staff professional development and training.

2.2.4 Manage morale and positive working relationships between staff, volunteers and trustees, including by holding regular staff meetings.

2.2.5 Maintain a culture of openness and transparency and express confidence in the Board by modelling professional behaviour. Promote a culture of respect and inclusivity that radiates throughout the organisation.

2.3 Programme management

2.3.1 Take leadership responsibility to translate the mission and strategy into action with appropriate plans, budgets and robust project management practices.

2.3.2 Oversee development and management of a diverse programme of events and activities, on and off site, which responds to local community need and delivers to a high quality what funders request.

2.3.3 Lead the development, implementation and reporting of impact measurement. Ensure that reporting to funders and supporters is timely and accurate and that reporting insights are used for adaptive management.

2.3.4 Oversee effective management of animal welfare and compliance with regulations.

2.3.5 Ensure robust systems are in place for all Farm activities to conform to Health and Safety requirements. Review, maintain and update health and safety policy and procedures annually or as necessary.

2.3.6 Review, maintain and update Farm policies and procedures according to legislation and sector best practice and ensure that they are implemented effectively.

2.4 Fundraising and marketing

2.4.1 Present the Board with a Fundraising Strategy for regular review. This will include a diversity of income streams, and support the annual Operational Plan.

2.4.2 Implement and report regularly on the progress of the Strategy. Develop new funding streams to ensure sustainability, write applications and oversee a bid management system.

2.4.3 Lead the development of the farm's charitable enterprise activities.

2.4.4 Develop and manage the Farm's online marketing strategy and branding.

Maintain and review the Stewardship Programme.

2.4.5 Play a key role in external communications to raise visibility and influence. Build a public and media profile locally to promote the work of the organisation.

2.5 Financial management

2.5.1 Develop and monitor the annual income and expenditure budget, following financial policies and procedures.

2.5.2 Ensure restricted funds are spent on their allocated projects

2.5.3 Oversee financial management including billing and invoicing.

2.5.4 Ensure that all financial transactions are properly recorded and that the accounts are prepared for annual audit.

2.6 Liaison with the Board of Trustees

2.6.1 Fully participate in monthly Trustee and sub-committee meetings.

2.6.2 Meet with the Chair of Trustees monthly, or more often as needed, for review and planning purposes.

2.6.3 Support the Board of Trustees to develop strategies including Financial, Operational and Business plans.

2.6.4 Provide regular monthly Director's and finance reports to meetings, together with quarterly budget reports.

2.6.5 Support members of the board in their acquisition of corporate engagement.

2.6.6 Ensure that the aims of the Business Plan are met and review and update it annually with the Board of Trustees.

2.6.7 Develop and sustain relationships with the Farm's stakeholders including the local authority, community groups, businesses and Social Farms and Gardens.

3. Person specification

3.1 Essential experience

3.1.1 Commitment and empathy to the mission, charitable objectives and beneficiaries of Kentish Town City Farm. Experience running transformational ecology/environmental community and educational projects.

3.1.2 Proven charity management experience and success at a senior executive level. Track record of collaborative leadership that has delivered measurable impact to support social change.

3.1.3 Demonstrable fundraising and or income generation ability at the scale required to enable financial growth of this organisation. Experience with developing a programme for individual giving as well as using digital platforms for fundraising. (Note that this appointment is happening within the context of hiring an office manager who also has to have fundraising skill. The director will be responsible for recruitment of this role and can therefore prioritise strengths, such as fundraising, if required to augment their own experience)

3.1.4 Good knowledge and understanding of financial management. Demonstrate financial literacy with an understanding of the drivers of profit and loss.

3.1.5 Significant line management experience with evidence of managing a high performing team through positive leadership and delegation.

3.1.6 Proven ability to support development of others through coaching and mentoring as well as external training opportunities.

3.1.7 Demonstrable ability to get on with and motivate a wide range of people. A high level of emotional intelligence including openness when challenged and positive attitude to problem solving.

3.1.8 Ability to model professional conduct including confidentiality, dealing effectively with conflict and taking difficult decisions. A willingness to collaborate with stakeholders including with the board.

3.1.9 Excellent listening, written and spoken communication skills.

3.1.10 Good time management skills with the ability to self-motivate and work independently.

3.1.11 Excellent IT skills including Microsoft Office (word, excel), QuickBooks and social media.

3.2 Desirable experience

3.2.1 A background and/or qualification in education, community outreach, working with children and adults living with a range of disabilities, animal care, ecology or food growing projects.

3.2.2 Experience of public sector contract bidding.

Terms of appointment;

Role Title: Farm Director

Location: Kentish Town City Farm, 1 Cressfield Close, London NW5 4BN

Hours: 37.5 hours per week, including evening and weekend work as needed

Salary: up to £40,000 dependent upon experience.

Pension: 5% of salary towards selected pension scheme

Annual leave: 33 days per year including bank holidays

Responsible for: All staff directly or indirectly as described in the organizational chart.

Responsible to: Board of Trustees

Line managed by: Chair of Trustees

Deadline for application: Sunday 24th July.

To apply submit a CV and personal statement.

About us

1. Our vision, mission and values

Vision

To exemplify the power of City Farms to improve the lives of urban people by caring for animals and the land together.

Mission

To improve the mental, physical and social well-being of everyone in our area of benefit (Camden & London) with a focus on educating young people about the environment & farm life.

Values and focus:

Inclusive: we value the whole community, reduce disadvantage and grow a sense of belonging through civic participation

Ethical and excellent: we deliver on budget to a high quality and make evidence-based decisions.

Fair and respectful: we treat everyone and the natural world with respect.

Personal growth: we enable people to learn, achieve, create, develop and thrive.

2. Our public objects and activities

1.To promote the benefits of connecting with nature and each other to local and London-wide residents.	2.To improve the life chances and personal development of local young people and others through animal and	3.To educate local and London-based young people in humane animal welfare.
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	environmental learning.	
Community Programme	Children, families and young people	
Free year round visitor access Community festivals London Harvest Festival planning and participation Community space hire Volunteering including corporate	Weekend, year round Young Farmers Club Holiday playschemes Equine Programme (Pony Club) and supporting RDA and Weekend Family Donkey rides Family and young children gardening, cooking and crafts	
	Education Programme for Schools including alternative education	
4. To provide learning or training opportunities for disadvantaged residents.	5.To improve the quality of life for people experiencing health and wellbeing disadvantages.	6. core support
Work placements The Duke of Edinburgh Award scheme Hands-on animal and environmental care sessions.	Sunday Social Club for older residents Riding for people with disabilities Supported volunteering	site safety, maintenance, animal welfare managing staff, volunteers, communication and finance Stewardship & impact Governance support Accountability: risk management, membership, AGM, Annual Report Sustainability: growing community connections

3. Our history

Founded in 1972 by community action, the Farm was the first UK city farm and founded Social Farms and Gardens, the umbrella organisation which currently has 2,000 urban farms and community gardens. It continues to be led by local trustees and staffed and used by local residents. its focus on reducing health inequalities; animal welfare and the importance of the environment and food production in local economies has become even more relevant during the public health emergency. You can read more about how the Farm began at <http://40years.ktcityfarm.org.uk/local-history>.

4. Our supporters

Our volunteers include over 85 young people, 12 supported volunteers, 500 employees and 40 fundraising events volunteers, with many more helping on an ad hoc basis. In addition to trustees, staff, volunteers and visitors, we have a largely local membership of over 100 and are Strategic Partner, helping to deliver Camden's strategies to reduce inequalities. Past and recent funders include

The City Bridge Trust, The Princes Trust, The DM Thomas Foundation, the Alan and Babette Sainsbury Trust and D'Oyly Carte.

We are also supported by other community asset organisations such as GoodGym, Ageing Better in Camden and the Camden Town Brewery.

Our recent crowdfunding campaign raised c£50,000 raised in 50 days.



"When I'm here, I feel what I do has value. I have value." *Supported volunteer*

“Staff really know how to motivate children. They live locally or were children here themselves.” *Parent*

“The farm is one rare place where Micah is truly accepted for the person he is, and included. It’s a real asset to the community because it brings all sorts of people together.” *Parent of Young Farmer living with Downs Syndrome.*

“Everything’s changed round here but the Farm’s still the same as when we took our children. The festivals make you feel you belong.” *Local grandparent*

You can read more about the support we gave and gained last year in our Annual Report on the Charity Commission website.



EQUALITIES MONITORING FORM [18+]

We aim to be open, fair and inclusive. This information helps us to achieve this.

Any information you choose to give will be used ONLY for this purpose, stored, accessed securely and not shared without your permission according to General Data Protection Regulation, 2018.

Please tick **one** of the following in each category.

1. Age	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+ / prefer not to say
2. Gender						
	male	female	Other			Prefer not to say
3. Do you consider you live with a disability?						
	Yes		No		Prefer not to say	
If 'yes' please let our staff know how we can support your needs.						
4. Ethnicity						
With which ethnic group do you identify ?						
Asian or Asian British		Mixed				
Bangladeshi		Black & White Caribbean				
Indian		Black & White African				
Pakistani		Asian and White				
Other Asian background		Other mixed background		Prefer not to say		

(please specify)		(please specify)	
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Black or Black British		Chinese	
Somali		Other (please specify)	
Caribbean			
Other African background (please specify)			Prefer not to say

White	[EU / Non EU /UK]		
British		English	
Irish		Scottish	
Welsh			
Other (please specify)	Prefer not to say		

5. Religion and belief				
With which religion or belief do you identify ?				
Buddhist		Christian		Hindu
Jewish		Muslim		Sikh
No religion		Other		Prefer not to say

6. Economic status		
Which best describes your employment status ?		
Economically active		includes employed, self employed, part or full time, freelance
Economically inactive		includes non-employed, studying, training, volunteering, caring,retired
Prefer not to say		