

An exciting opportunity has arisen to join Hampshire Fare in a PR and Marketing role -Part-time

Location: Romsey, Hampshire

£24,000 full-time equivalent

We are looking to recruit a Part-time PR Assistant for a minimum of 20 per hours per week with the actual hours and days of work to be agreed with the successful candidate Salary would be based on the full-time equivalent of £24,000 for 37 hours per week with a review after a 6-month probationary period. Holidays would be based on a percentage of full-time subject to the agreed weekly hours worked.

Hampshire Fare has been working with local farmers and producers across Hampshire for nearly 30 years. We aim to;

- Raise awareness among the public and trade of the wide range of Hampshire food, drink and craft
- Connect consumers with farming through local food and help secure the future of farming in Hampshire
- Encourage and support the development of sustainable food, drink and craft businesses that contribute to the rural economy in Hampshire
- Organise marketing activities - festivals, meet-the-buyer events, exhibitions and promotions - to promote Hampshire produce
- Support the marketing and PR activities of Hampshire Fare members
- Bring local producers, retailers, hospitality venues and public sector organisations together to encourage the use of local produce
- Attend local and national events to promote Hampshire produce to consumers

We work with over 400 members who are dedicated to producing, selling or serving local produce.

We organise the Hampshire Food Festival to showcase local food and farming. This award-winning festival takes place throughout July. Hampshire Fare is a not-for-profit community interest company.

We are seeking an experienced PR Assistant to join our friendly team at our office in Romsey on a permanent, part time basis.

The role and responsibilities of the PR Assistant will include:

- Writing and producing compelling stories, sharing good news stories, celebrations and projects
- Managing follow up and communication regarding events.
- Liaising with press, media and publications
- Being responsible for all social media platforms including Facebook, Twitter, Instagram and our website, ensuring these are appropriately utilised
- Assisting in planning, hosting and attending any events
- Copy drafting for publications, newsletters and promotional material

To be successful for the PR Assistant role, you will need:

- A good knowledge of PR and ways to increase positive conversations
- Solid working knowledge and experience of utilising social media platforms
- Solid experience of creating high quality internal and external communication materials
- Excellent written, non-verbal and verbal communication skills and a keen eye for detail
- Excellent interpersonal skills with the ability to communicate at different levels
- Strong experience of Microsoft Office including Word, Outlook and Publisher
- The ability to effectively write, copy and produce high quality PR stories
- A Minimum of two years in a PR and/or marketing role.
- Clean driving licence essential and own car desirable.

Person specification:

*Skills, knowledge & aptitude:*

- A proven track record within a PR environment is essential.
- Highly computer literate and capable of delivering high quality presentations.
- Must be highly efficient with the ability to work on own initiative.
- Must have excellent communication skills and be able to liaise confidently and sensitively with a wide range of contacts.
- Willing to take on additional responsibilities where necessary.
- Ability to prioritise and plan effectively is essential.
- Awareness of different media agendas.
- Creative and innovative.

*Experience:*

- Extensive relevant experience in a PR environment.

*Qualifications, education & training:*

- Educated to degree level in English, Business Studies Journalism or equivalent PR qualification with background in public relations or journalism.
- Evidence of continuing professional development and education is desirable
- Clean driving licence and own car is desirable

Apply to: The Commercial Manager, With a covering email/letter and full CV.

[tracy.nash@hampshirefare.co.uk](mailto:tracy.nash@hampshirefare.co.uk)

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