JOIN OUR TEAM – SOCIAL MEDIA AND CONTENT OFFICER

Job Title	Social Media and Content Officer
Location	Bragborough Hall, Braunston, Daventry NN11 7JG – Hybrid/Flexible Working with weekly attendance at LEAF's offices and travel to events as required.
Type	Permanent, Full-time (35 hours per week)
Department	Communications, Engagement and Education
Responsible to	Digital Communications and Design Manager
Salary	£27,200 per annum

About the Role

Great stories are growing all around us. Can you help tell them?

LEAF (Linking Environment and Farming) is looking for a creative and proactive Social Media and Content Officer to bring the story of sustainable food and farming to life.

You'll turn fresh ideas into engaging content that connects with farmers, teachers and businesses. From spotting a story worth sharing to shaping the final post, you'll own the planning and content creation for our social channels across Instagram, Facebook, X and LinkedIn, alongside finding opportunities for longer-form written content.

At the heart of it all are the people behind the stories. You'll build relationships with farmers, educators, industry partners and colleagues, uncovering content opportunities that bring their experiences to life and help audiences understand how LEAF's work contributes to a more sustainable future.

Why Join LEAF?

Put your creativity to work for a more sustainable food and farming future. At LEAF, you'll uncover the stories behind our work and help farmers, teachers and businesses connect with the difference it can make. This is an opportunity to turn a subject you care about into content that informs, engages and inspires.

- Find stories beyond the desk. Meet farmers, educators and industry partners, capture content at events and bring their experiences to life.
- Make your ideas count. Take ownership of social media planning and content creation, following your ideas from the first spark through to publication and learning from the response.
- Enjoy creative variety. Move between social posts, photography, video and longer-form stories, adapting your approach for different audiences.
- Bring meaningful campaigns to life. Work with colleagues across LEAF on projects and events such as Open Farm Sunday, helping more people engage with sustainable food and farming.

You'll be part of a small team of 5 with expertise across design, video, PR and branding with lots of opportunities to learn about the broader marketing mix whilst you're in the role.

Key Responsibilities

- Develop and deliver social media content plans across multiple channels, tailored for different audiences including farmers, teachers and businesses.
- Identify content opportunities from LEAF projects, events and campaigns.
- Create engaging, inclusive and accessible written content for social media, websites, blogs and newsletters (including captions, alternative text and platform best practice).
- Attend events to capture stories, photos, video and audience insights.
- Manage day-to-day community engagement across social channels, responding to comments and conversations.
- Support the delivery of integrated campaigns across social media, digital communications and events such as Open Farm Sunday.
- Review content performance and use insights to improve future activity.
- Stay up to date with emerging social media trends and opportunities.

What We're Looking For

Essential:

- Experience creating content for social media and digital channels.
- Excellent copywriting skills and the ability to adapt tone for different audiences
- Ability to plan content across multiple platforms.
- Strong understanding of different audiences and social channels and how best to engage different audiences on different platforms.
- Confident using Canva or similar tools.
- Ability to capture high-quality content using a smartphone, including photos and video.
- Confidence using performance data to improve creative output
- Proactive, organised and able to work independently.
- Awareness of current social media trends and best practice.
- Willingness to travel to events.
- Genuine interest in sustainable food, farming and environmental issues.

Desirable:

- Previous experience creating social media content for B2B organisations, charities or similar organisations to LEAF.
- Ability to produce graphics and edit short-form video content for Instagram, LinkedIn, Facebook and emerging platforms.

- Skills in Adobe Creative Suite, Premiere Pro or similar tools.
- Experience in the agriculture, food, environmental, charity or education sectors.
- Photography and videography skills.

Who You Are

- You're a natural storyteller who can spot content opportunities, adapt messages for different audiences and turn ideas into inspiring content that sparks action.
- You have a proactive, curious mindset and are always looking to test new things and understand how you can make content more effective.
- You have a genuine excitement about the potential of food and farming to contribute a more sustainable future.
- You enjoy taking ownership of an area: in this case, social media & content creation.

To apply, please submit your CV and a covering letter explaining why you are interested in the role and how your experience aligns with the position to: **jobs@leaf.eco**

Closing date for applications: Friday, 27th November 2026 at 5pm**.**

Applicants must have the legal right to work in the UK at the time of application. Unfortunately, we are unable to offer visa sponsorship for this role.

LEAF (is committed to creating an inclusive workplace where everyone feels valued, respected and supported. We welcome applications from all suitably qualified candidates regardless of background. Reasonable adjustments will be made throughout the recruitment process to ensure everyone has an equal opportunity to succeed.