



Job Title: Marketing Manager, Flowers from the Farm

Contract Type: Self-employed (Freelance)

Commitment: 1-2 days per week (days flexible)

Rate: £250 per day

About the Role

We are seeking a creative and driven Marketing Manager to lead on communications, campaigns, and storytelling. The successful candidate will play a key role in raising the profile of Flowers from the Farm and British-grown flowers, engaging our members, and reaching new audiences.

This role is ideal for someone who is passionate about marketing with purpose — blending creativity with strategic thinking to build awareness, grow engagement, and celebrate the unique story of our sector.

Key Responsibilities

- Develop and deliver marketing strategies to raise the profile of Flowers from the Farm and British-grown flowers.
- Lead on communications, including newsletters, website, press releases, and member updates.
- Design and manage campaigns that highlight the benefits and stories of British flowers.
- Create engaging content for social media platforms to grow audience reach and engagement.
- Build relationships with media outlets, partners, and stakeholders.
- Develop and maintain brand identity across all communications.
- Monitor and evaluate the impact of campaigns and communications, providing regular reports.
- Support member engagement and storytelling, helping amplify their voices.

Key stakeholders & colleagues

- You will report to the Operations Manager
- Administration colleagues at AMS
- Members, particularly volunteer members who support social media for example



- Flowers from the Farm Board
- Other agencies if engaged for specific pieces of work (PR for example)

Ideal Candidate Characteristics

- Creative storyteller: Able to craft compelling narratives that resonate with diverse audiences.
- Strategic thinker: Understands how to align marketing activity with organisational goals.
- Strong communicator: Confident in writing, editing, and presenting across multiple channels.
- Digitally savvy: Experienced in managing social media, websites, and digital campaigns.
- Collaborative and personable: Builds positive relationships with members, partners, and media.
- Organised and results-focused: Keeps projects on track, delivers on time, and measures impact.
- Passionate about sustainability and/or British-grown flowers: Shares our values and can champion our story authentically.
- Proactive and self-sufficient: Comfortable working independently in a part-time, freelance role.