

FLOWERS FROM THE FARM

Marketing Strategy and Brand Refresh Task & Finish Group

I have been working hard on gathering industry inputs through research to shape our future marketing strategy and brand refresh.

I am now looking to draw upon the wealth of experience within our membership to form a Task & Finish Group.

The objectives of the Task and Finish Group will be to:

- Analyse the research results
- Develop marketing strategy
- Develop brand positioning and refresh design brief

I am inviting expressions of interest to join the Task & Finish group. We're looking for volunteers who are enthusiastic, committed, and bring relevant skills or experience that will help us achieve our objectives.

The role is likely to require around 2-3 hours per week, from mid-April through to mid-July, 2026 including online meetings and independent work between sessions, so please bear this in mind when considering whether to get involved.

If you would like to be involved, please email me at marketinglead@flowersfromthefarm.co.uk by 12th April 2026, outlining why you would like to join and what skills or experience you can contribute to the group.

Your input will be highly valued and make a real difference to our work.

Very much looking forward to hearing from you.

Kind regards, Oliver Jones

Marketing Lead