



Job Description

Social Media Assistant

Permanent full time role.

Borde Hill, Haywards Heath, West Sussex. RH16 1XP

About Borde Hill

Borde Hill (BH) is a magnificent Grade II* English Heritage listed Garden set within 383 acres of Parkland and Woodland. Created in the early 1900's with plants gathered by the great plant hunters from their travels to the Himalayas, China, Burma, Tasmania, the Andes and North America, the Estate contains over 90 champion trees and 8,000 trees and shrubs listed by the Royal Botanic Gardens Kew. In addition to the living collection, Borde Hill also has an extensive plant archive which allows us to better understand the plant collection and social history to engage our visitors about 'the world in one garden'.

The Stephenson Clarke family have been custodians of Borde Hill for five generations, and are at a stage of generational change that is seeing new energy, opportunities and ideas aimed at broadening our visitor demographic and ensuring Borde Hill is sustainable for future generations. This includes new business initiatives of field to fork dining and the restoration of our walled kitchen garden, a biodynamic market garden and a rejuvenated family parkland offering with improved infrastructure, better horticultural interpretation and plant management, with a focus on climate change.

This is an exciting time to join our team as new projects and initiatives are being launched, and this role will support our ambitious plans. Alongside the continued growth of Borde Hill Garden's social media channels, we are also preparing to launch dedicated social media channels for our the new restaurant - offering a unique opportunity to help shape the next chapter of Borde Hill's digital story.

You and Your Role

We're looking for a creative and organised **Social Media Assistant**, to support our Social Media Manager to share the evolving story of Borde Hill across our digital channels. From our nationally important plant collections, and the behind-the-scenes work of our horticultural team, to family events, festivals and the opening of our new field-to-fork restaurant, you'll help share the moments that make Borde Hill special.

You'll be a thoughtful storyteller with a good eye for imagery and a flair for words, helping to shape warm, welcoming and visually beautiful posts and ensure they are posted at the right time. As part of the daily rhythm of our channels, you'll keep content organised and scheduled, and stay curious about evolving social trends, and draw on your photography, design and editing skills to prepare engaging, on-brand assets that spark curiosity, share knowledge and celebrate the restorative power of time spent in nature.

This is a collaborative role at the heart of a small, busy Marketing team. Together with the Social Media Manager, and alongside colleagues across the Estate, you'll help grow an engaged, like-minded community; reaching new audiences, deepening connections with our followers, and nurturing a distinctive online presence that reflects the beauty, creativity and ambition of the Estate.

Key Responsibilities

- Scheduling and publishing content using tools such as Later, in line with the content plan set by the Social Media Manager.
- Helping to nurture an engaged online community, including monitoring and responding to comments, messages and tagged content, reflecting our warm, welcoming tone of voice.

Salary:

£24,000-£25,000

Dependent on experience

Hours:

37.5 hours per week

Holiday

entitlement:

28 days pro rata (including Bank Holidays)

To apply:

Send your CV and covering letter to:
becky.spooner@bordehill.co.uk

Closing date:

5th January 2026,
applications will be reviewed on receipt.

If you are in employment, please include your current notice period.

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01444 450326
www.bordehill.co.uk

- Assisting with the creation of social-first assets, using templates and guidelines to create stories, posts, and simple video edits.
- Helping to source, organise and prepare imagery for use across our channels.
- Contributing ideas for seasonal campaigns, awareness days and content strands that reflect what's happening across Borde Hill.
- Overseeing influencer and partner lists, including researching new creators, outreach and helping to track collaborations.
- Assisting with the set-up, monitoring and basic reporting of paid social media adverts and campaigns.
- Working collaboratively with colleagues across Borde Hill to gather stories, information and updates that can be shared online.
- Keeping up to date with social media trends, audio, formats and platform updates, and suggesting brand-appropriate ideas for Borde Hill.
- Assisting with content capture which may sometimes involve early mornings, evenings or weekends, and providing occasional out-of-hours check-ins on social media activity.
- Ensuring all social media activity aligns with Borde Hill's brand, values and procedures, including H&S, Equality and Diversity.

Knowledge, Skills and Experience Needed

Please provide evidence in your covering letter or CV:

- Confident using key social media platforms, including Instagram, Facebook, X, LinkedIn and YouTube, with an understanding of their different formats and audiences.
- Design and editing skills, ideally using tools such as Adobe Photoshop and Premiere Pro.
- Creative flair with excellent written and verbal communication skills, experience crafting and proofing copy with strong attention to detail.
- Ability to maintain a consistent brand look, feel and tone of voice across multiple channels.
- A good eye for photography and composition, and an understanding of what makes images and video work well on social media. Borde Hill prides itself on sharing high-quality, visually rich content captured with professional camera equipment, so experience using your own DSLR or similar is desirable.
- Good organisational and time-management skills, with the ability to juggle multiple tasks and meet deadlines.
- A proactive, self-motivated approach, with the confidence to use initiative and solve problems.
- A collaborative mindset and willingness to support different areas of the organisation as needed.
- Clean driving licence and access to a vehicle

Borde Hill has a family-led, small, dedicated, professional and friendly team who embody a 'one team' culture. We want everyone to feel valued and fairly rewarded for the work they do and your package includes:

- A Borde Hill annual family membership allowing free entry to the Garden and Parkland
- Discount in the Borde Hill shop and catering outlets
- Free tickets for selected events throughout the open season
- Free access at selected times to our Partner Gardens (Chelsea Physic Garden, West Dean Gardens, The Newt, The Lost Gardens of Heligan and Sculpture by the Lakes)
- Free entry to selected RHS events
- Free access to our wellbeing programme
- A flexible working pattern where possible

We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation.