



Job Description

Social Media Manager – Restaurant Isca

Permanent full time role.

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

About Borde Hill

Borde Hill is a family-owned Estate in West Sussex with a botanically-rich Garden and Parkland open to 70,000 visitors each year. Listed as Grade II* historic importance and set in 383 acres of an Area of Outstanding Natural Beauty, Borde Hill features one of the rarest collections of privately owned champion trees in the UK, and has a cultural calendar of events throughout the season. The Stephenson Clarke family have been custodians for five generations, and at a time of generational change are bringing new energy and opportunities aimed at diversifying the Estate, with a focus on hospitality, biodynamic estate-grown produce and sustainability. Located just 40 minutes from London, 20 minutes from Brighton, and 10 minutes from Gatwick Airport, Borde Hill is uniquely located to engage a wide audience, both nationally and internationally.

The Stables

The original 1906 Stables is being transformed into a series of dining destinations including a Pantry, Café (52 covers), Workshop space, and a stunning new glasshouse Restaurant and Bar (90 covers) overlooking the reimagined 'edimental' walled kitchen garden - all of which will embody an ethos of 'casual excellence'. The Stables will be a new culinary destination in the heart of Sussex, celebrating nature, produce, people, and Borde Hill's plant heritage. Our food will be inspired by the changing seasons and the abundance of nature around us. We will use classic methods and the finest ingredients available each day from our biodynamic farm, to create seasonal, heartfelt dishes which bring the garden to the plate. We will also host a variety of small and large-scale events, ranging from guest-chef suppers to private functions. The Stables will be served by produce grown on our 2-acre biodynamic Market Garden, and from foraging on the wider Estate.

You and Your Role

We're looking for a creative, strategic and highly organised **Social Media Manager** to lead the soon-to-launch, dedicated social media channels for our new restaurant, 'Isca', which will celebrate bringing the garden to the plate. Working closely with the Social Media Manager for Borde Hill's main brand and the wider marketing and restaurant teams, you will shape and oversee the restaurant's online presence - bringing to life its seasonal menus, garden-to-plate ethos and welcoming hospitality offer. This is an opportunity to help define the digital identity of a new culinary destination, ensuring it reflects the beauty, creativity and ambition of the Estate.

Key Responsibilities

- Leading the day-to-day management of the restaurant's social media channels, including planning, scheduling and publishing content.
- Bringing the restaurant's social media branding and strategy to life across all channels, aligning with wider Borde Hill marketing objectives and continually evolving the approach to keep our channels fresh, relevant and forward-thinking.
- Creating engaging, social-first content including photography, short-form video and written copy, ensuring content reflects the restaurant's tone of voice.
- Overseeing community engagement, including monitoring and responding to comments, messages and tagged content in a timely and professional manner.
- Managing influencer, creator and brand collaborations from research and outreach through to coordination and tracking performance.

Salary:

£30,000 pa
Dependent on experience

Hours:

37.5 hours per week

Holiday entitlement:

28 days pro rata (including Bank Holidays)

To apply:

Send your CV, covering letter and portfolio to:

andrew.loin@bordehill.co.uk

Closing date:

22nd March 2026,
applications will be reviewed on receipt.

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

Borde Hill
Haywards Heath
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RH16 1XP

01444 450326
www.bordehill.co.uk

- Working closely with the kitchen, front-of-house and green teams to identify seasonal stories, key moments and promotional opportunities.
- Collaborating with the Social Media Manager for Borde Hill's main channels to ensure consistency of messaging, shared storytelling and cross-promotion where appropriate.
- Monitoring performance metrics and providing regular reporting and insight, identifying opportunities for growth and improvement.
- Managing paid social campaigns for the restaurant, including set-up, monitoring and reporting.
- Ensuring all social media activity aligns with Borde Hill's brand values and procedures, including H&S and Equality and Diversity.
- Supporting out-of-hours activity during key launches, events or peak hospitality periods.

Knowledge, Skills and Experience Needed

Please provide evidence in your covering letter or CV:

- At least 2 years experience managing social channels, with clear examples of audience growth, engagement and commercially successful campaigns.
- Experience leading social media channels within a hospitality, food or lifestyle environment.
- Strong content creation skills, including photography and short-form video. Experience using your own DSLR or similar to capture high-quality imagery suitable for social platforms.
- Excellent copywriting skills, with the ability to write compelling, seasonal and commercially aware captions that engage a hospitality audience.
- Strong understanding of key platforms, including current trends, formats and performance metrics.
- Experience managing influencer and brand collaborations within a hospitality or food setting.
- Highly organised, with the ability to manage multiple priorities and work proactively.
- A collaborative mindset and ability to work closely with kitchen, front-of-house and marketing teams.
- 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.