

## Job Description

### Digital Content Creator

Permanent part 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 70 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 growth targets.

#### You and Your Role

We are seeking a creative and proactive **Digital Content Creator** to bring the Borde Hill brand to life across our Garden and Hospitality businesses. This is a varied and hands-on role, responsible for planning, creating and delivering engaging digital content that reflects the beauty of the Garden, the seasonality of our produce, and the vibrancy of our food and hospitality offer.

Working with the Social Media Managers and Marketing Managers, you will play a key role in growing our audiences, increasing engagement, and supporting visitor numbers and revenue through compelling storytelling across multiple platforms. You will focus on creative photography and videography aligned to the written content produced by the Social Media Managers and for use across our other digital channels, to include the Borde Hill and Isca websites, and e-newsletters.

Your main duties will include:

- Capture photography and video content across the Garden, Walled Garden, Market Garden, Events, Restaurant Isca and Edie's Kitchen.
- Develop creative content ideas that reflect seasonality, events, food, horticulture and guest experience
- Maintain a consistent content schedule working with the Social Media Managers and Marketing Manager.
- Monitor social media trends and identify opportunities to increase reach and engagement
- Support promotion of events, retail, plant sales, hospitality offers and key seasonal moments

#### Salary:

£30-32,000 (pro rata)  
Dependent on experience

#### Hours:

22.5 hours per week

#### Holiday entitlement:

28 days pro rata  
(including Bank Holidays)

#### To apply:

Send your CV and covering letter to:  
[andrew.loin@bordehill.co.uk](mailto:andrew.loin@bordehill.co.uk)

#### Closing date:

22<sup>nd</sup> May 2026

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

Borde Hill  
Haywards Heath  
West Sussex  
RH16 1XP

01444 450326

[www.bordehill.co.uk](http://www.bordehill.co.uk)  
[www.iscabordehill.co.uk](http://www.iscabordehill.co.uk)

### **Essential selection criteria**

The successful candidate will have or be:

- Proven experience in digital content creation and management
- Strong photography and videography skills including editing (e.g. mobile and/or Adobe/Canva tools).
- Experience using your own DSLR or similar to capture high quality content
- Creative flair with the ability to generate fresh, engaging ideas
- Good understanding of social media platforms, trends and analytics
- Ability to work independently and manage time effectively within a part-time schedule, including some evenings and weekends
- Interest in gardening, food, sustainability and/or hospitality is highly desirable
- Clean driving licence and have access to a vehicle
- Comply with Borde Hill's procedures, including Financial, H&S, Equality and Diversity

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, The Newt, The Lost Gardens of Heligan, Sculpture by the Lakes and West Dean Gardens)
- 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.