

BALCASKIE

Business and Events Development Manager

Full Time

£35 – 40k p.a.

An exciting opportunity to join and shape a vibrant and forward-thinking rural business in the East Neuk of Fife.

Balcaskie Estate is committed to cultivating and caring for the natural environment, nurturing local businesses and supporting our vibrant community.

Bowhouse aims to replace a missing link in the food chain from farmer to consumer by providing dedicated space for producers to operate within a covered market space where food producers and growers retail to customers monthly. Bowhouse also hosts internal and external events such as workshops, farm tours, the Real Bread Festival, art exhibitions and St Andrews University events.

The post is a senior management role within the Balcaskie Estate team and assists in the development of Balcaskie. The post holder will act as a champion and advocate for integrity, quality and innovation.

The role will;

Oversee financial responsibility for all events and markets at Bowhouse, working with the existing team to deliver high-quality events which relate primarily to food and drink with short supply chains and integrity.

Manage relationships with existing and new businesses across the estate and their networks to develop commercial opportunities for Balcaskie. Work towards creating a circular economy across the Estate and region.

Work with existing and new producers at Bowhouse to expand activity and frequency of markets, events and workshops to promote Bowhouse to fulfil weekly shopping needs.

Manage PR opportunities and be the “voice” of Bowhouse/Balcaskie communication on the integrated nature of the estate and its activities.

Oversee the websites for Balcaskie, Bowhouse and the Butchery and social media platforms to bring relevant content, consistent language/images and communicate with the wider estate team maintaining cohesive messaging.

Understand the brand identity for each enterprise (Balcaskie, Bowhouse and Butchery) maintaining integrity for each and ensuring communication, marketing and signage remain consistent.

Represent Balcaskie Estate at external events to develop and grow our network.

The successful person will be able to demonstrate;

- A keen interest in the culture and supply chain for food and drink in a regional context.
- Energy and practical aptitude
- Team leadership
- Excellent interpersonal skills
- Clear communication
- Marketing and brand management
- Creativity
- Excellent organisational ability
- Events management experience
- Social media confident

As we are in a rural area and have limited public transport – access to a vehicle and driving licence is essential.

The role is full-time and based at Balcaskie Estate with some evenings and weekends required, there is flexibility.

Salary band £35 – 40k p.a

Apply with C.V and covering letter to;
info@balcaskie.com