

Farm Assistant / Activities Coordinator – Open Farm



Middle Farm

Our Mission

At Middle Farm, we celebrate the excellence of British food and farming by championing local produce and inviting the public to experience first-hand the work that makes it possible. Our aim is to educate and inspire both consumers and the next generation of farmers.

Summary of Role

The Activities Coordinator will work alongside the Farm Manager and Open Farm Team to develop, plan and deliver a varied and engaging seasonal timetable of daily Open Farm events. They will coordinate with the Marketing Manager to ensure the timely and effective promotion of Open Farm activities, with the aim of driving ticket sales. In their work on the farm, they will assist the team with daily routines and animal care.

This role would suit someone who enjoys organising and planning engaging activities and events, while also having a genuine passion for working hands-on with animals. The ideal candidate will be creative, confident with people, and equally happy supporting daily animal care and farm routines, helping to deliver a high-quality and memorable experience for Open Farm visitors.

Key Responsibilities

- Development, delivery and oversight of timetabled daily events on the Open Farm, ensuring compliance with any relevant Health and Safety legislation.
- Making all planned activities fun, imaginative and informative – researching competitors with the aim of distinguishing the customer experience at Middle Farm.
- Promotion of the Open Farm in coordination with the Marketing Manager
- Animal husbandry routines and welfare checks.
- Maintaining the highest standards of animal welfare and overall presentation across the Open Farm.
- Actively contribute as a team member, supporting colleagues and treating both staff and visitors with fairness and courtesy.
- Provide accurate and engaging information to visitors, including leading school tours or presentations as required. Dealing courteously and professionally with visitors' enquiries, concerns, and complaints.
- Maintain good record keeping and diary management to support farm operations and team coordination.
- Ensure compliance with current health and safety legislation.
- Undertaking any other reasonable tasks as required by the Farm Manager.

Qualifications & Skills

- Some knowledge of animal welfare and stock management (preferred but not essential).
- Practical experience and confidence working with farm animals.
- Excellent communication skills.
- Confidence in public speaking, with the ability to present events, lead timetabled activities, and guide school groups.
- Strong organisational skills, with the ability to maintain accurate records and manage a diary effectively.
- Physically fit, capable of safely lifting 20kg loads.
- Reliable, punctual, and with a good sense of humour.
- Ability to work both as part of a team and independently, using initiative where required.
- Resilience to work outdoors in all weather conditions.
- Full driving license.