



Job Description

Brand & Engagement Officer

Reporting to: Marketing & Communications Manager

Location: Deptford, London

Hours: Full time (35 hours)

Salary: £28K - £30k depending on experience

Circumstances

Job based in London. The role may require the post holder to travel occasionally throughout the UK and attend events out of hours.

About FareShare

At FareShare, we fight food poverty by tackling food waste. We source fresh, quality and in date food that is surplus to requirements from retailers and manufacturers and redistribute it to charities and community groups that provide meals to vulnerable people - individuals who are homeless, unemployed, socially isolated or recovering from addictions.

FareShare operates 21 Regional Centres around the UK and in conjunction with our store level solution, FareShare Go, we now support over 6,700 local charities and community groups. Over the past year FareShare managed over 13,500 tonnes of food nationwide, feeding over 484,000 people every week. By making sure good food is not wasted, we turn an environmental problem into a social solution.

Main purpose of the role

FareShare has an experienced Marcomms department working to raise our profile and strengthen our brand amongst the general public, the food industry, our charity members, the media and other stakeholders.

We are looking for an energetic, enthusiastic individual who feels passionate about food poverty and food waste in the UK.

This role is vital in strengthening FareShare's ability to promote its work and the issues of food waste and food poverty. Your key focus will be to:

- Gather and provide content and evidence of FareShare's work and impact (e.g. case studies, research)
- Develop and maintain marketing collateral to promote this and in the process maintain and ensure brand consistency
- Communicate and promote FareShare through various communications channels (events, website, newsletters)



This post requires someone with drive, initiative, a ‘just do it’ attitude and who is not afraid to learn on the job through giving it a go! By demonstrating this attitude and combining it with the experience level required below this is a great opportunity to make a real difference in an area of great relevance in the current economic climate.

Responsibilities

1. With the Marketing and Communications Manager, develop and implement the marketing and communications activity plan and production schedule to better promote FareShare to all our stakeholders
2. Develop briefs for marketing materials, write copy and liaise with designers to publish. Design materials in house when appropriate.
3. Provide content by identifying stories across the FareShare network and develop case studies to be used:
 - for media, social media and PR/marketing purposes. You’ll be working closely with the PR Team who has responsibility for promoting FareShare in the press and on social media.
 - by the various teams at FareShare National to pitch and promote FareShare and to nurture current partnerships
4. Review, develop and maintain a bank of marketing resources, such as photos, case studies library and promotional videos and graphics
5. Maintain a contact strategy for external stakeholders, including regular newsletters
6. Deliver an effective support service to meet the communications and marketing requirements of the Fundraising and Operations Team, as well as the FareShare Regional Centres
7. Day-to-day management of the website, including writing, editing and posting content
8. Working with external developers, manage the development of the website so its aligned with industry best practice and meets functionality requirements.
9. Develop and implement an SEO strategy to increase relevant traffic to the FareShare website. Manage FareShare’s Google Grant and AdWords account to drive traffic to the FareShare website and support targeted campaigns, such as volunteer recruitment
10. Assist the Marketing Manager on research activities/surveys, including research with our charity members
11. Support the delivery of events as diverse as Network Conferences or public facing events like the FareShare Surplus Food Summit.
12. Act as a brand champion by monitoring use of logo, messages, language, iconography and other visual elements
13. Act as first point of contact for FareShare, including responding to email enquiries and redirect web enquiries to relevant people.
14. Recruit and manage volunteers to assist with the team’s activity, providing regular support and direction. Provide support and guidance to interns.
15. Develop and manage other appropriate activities as defined by your line manager.



Person specification

- At least 3 years experience of working in marketing/communications to raise the profile of an organisation or an issue and to achieve strategic goals
- Demonstrable and proven track record of developing materials and resources to support campaigns and achieve strategic goals
- Excellent copy-writing and proofreading skills and experience in writing engaging multi-channel content
- Good working knowledge of Microsoft Office and experience in graphic design
- Excellent written and verbal communication skills with experience of co-ordinating communications processes in a national organisation
- Proven ability to develop and maintain good working relations, both within an organisation and with stakeholders
- A self starter with proven ability to work on own initiative, meet objectives and tight deadlines under pressure
- Accuracy, meticulous attention to detail and excellent proof reading skills
- Knowledge of Wordpress, Mailchimp, SurveyMonkey, Salesforce and/or other CRM systems is desirable.

Values and behaviours

- A commitment to Equal Opportunities
- An understanding of, and sympathy with, FareShare's mission and strategy
- Flexibility of approach and ability to work in a team
- Willingness and ability to travel around the UK on an occasional basis.

Application Process

If you think that this is a role that you would like to apply for, then please feel free to send us your CV and Cover Letter to recruitment@fareshare.org.uk.

Interviews will take place on the 17th of October.

FareShare aims to be an equal opportunity employer