

FareShare

Job Description - Head of Marketing

Reporting to:	Commercial Director
Location:	Regular travel
Hours:	Full time (35 hours)
Salary:	Circa £50k

About FareShare

This is a great opportunity to join a unique, award-winning organisation.

At FareShare, we fight food poverty by tackling food waste. We source food that is surplus to requirements - from food retailers and manufacturers - and engage many volunteers to help redistribute this to local charities and community groups that provide meals to vulnerable people (individuals who are homeless, unemployed, socially isolated, recovering from addictions).

FareShare now operates 21 Regional Centres around the UK. The majority of these are run by local charitable organisations we call our Delivery Partners. This enables us to be a UK-wide organisation yet also think and behave with local concerns at the heart of our actions. We support over 7,000 local charities and groups - our Community Food Members. Over the past year 13,000 tonnes of food were redistributed by FareShare Regional Centres nationwide, feeding 500,000 people every week. We operate across 1,300 towns, cities and villages and we save UK charities and community groups more than £23 million each year.

Hunger is a growing issue in the UK and while there is surplus food that is otherwise going to waste, we believe that this food should be used to feed people first. Demand far outstrips supply.

FareShare's Strategy & Vision

Vision: We have the vision of a UK where “No good food goes to waste”.

Mission: To use surplus, fit for consumption, food to feed those who are vulnerable in the UK by supporting front line charitable organisations that tackle the cause and not just the symptoms of food poverty.

Our Purpose: We are doers. We are a community. We change lives.

Our Values:

- **Passion** - for our cause and the challenge that lies ahead
- **Ambition** - to go the extra mile and drive the change that must happen
- **Respect** - for ourselves, each other, our volunteers, our partners and our beneficiaries
- **Collaboration** - it's only by working with others that we can be stronger
- **Focus** - on providing the best service possible so that we deliver the can we achieve the most for our clients/customers.

Where this role fits in: FareShare has grown steadily over the last 20 years with major acceleration in the last 5. Food waste and hunger have never been higher up the agenda of the public, media, politicians and the food industry. As one part of our growth strategy FareShare is now strengthening its management structure and developing a senior management team consisting of 7 Head of Department roles covering Food, Operations, Network Partnerships, Volunteering, Fundraising, Organisational Effectiveness and Scotland/Northern Ireland. These roles will give us the scope to expand further and take on new opportunities, of which there are many. These roles will report to the Senior Leadership team made up of CEO, Commercial Director, Director of Finance and Resources, and the Director of Network Development.

The role

Overall purpose

- To develop and lead FareShare's creative marketing, engagement and communication strategies and staff team, exploiting the potential of the full range of channels and methods.
- To create an exemplary, unified and exciting approach to internal and external engagement to promote FareShare's brand, thereby increasing all opportunities for involvement - be that from the food industry, for volunteer recruitment, new donor acquisition or within our different membership circles.

Main areas of responsibility

Leadership

- To progress and develop the vision of FareShare and ensure it is reflected in the strategies, outputs and behaviour of the Marketing and Engagement Team.
- To motivate the team to be ambitious, innovate and professional in their thinking and delivery.
- To encourage the team to look for new and creative ways of working and to set clear examples of excellence and best-practice.

Strategy and Policy

- To lead the development and delivery of a bold and creative marketing & engagement strategy consistent with our Strategic Plan to ensure the widest reach and greatest impact possible on engagement.
- To promote FareShare's brand, drive volunteer recruitment, and encourage Stakeholders to support our mission and operation.
- To ensure innovation, thought-leadership and best practice is at the heart of FareShare's strategic approach
- To develop a Government Policy Campaign to Government, leading to tax incentives for food businesses engaging in food redistribution.
- To scan, analyse and apply the learning from changing external trends in marketing, audience engagement and digital, to ensure that FareShare remains in tune with the most effective and successful communications tools for its different audiences.
- To lead an aligned approach to how we measure perceptions, engage our internal and external audiences and gather insight data.

- To ensure the work of the department is consistent with and actively supports delivery of FareShare's Strategic Plan.
- To produce compelling and robust reports for Senior Managers and Trustees which measure and communicate FareShare's reach, impact and outcomes.

Operational Delivery - Internal Communications

- To lead communications to staff, Trustees, and Regional Centre Delivery Partners, strengthening engagement and involvement and ensuring they feel well informed and where appropriate, consulted.
- To work with Regional Centre Delivery Partners & National Volunteer Managers to contribute to the retention, strengthening and growth of the charity members and volunteers through high quality and valued communications and by supporting effective national and local recruitment strategies.
- To ensure that communication with our different member groups are segmented appropriately, highlighting value, services and options.
- To have an expert knowledge of FareShare's internal audiences, their perceptions of the charity and communications needs.
- To lead and be responsible for internal staff communications liaising with HR where appropriate and participating in Cultures & Values work across the organisation.
- To work collaboratively with our volunteer network, consulting with and seeking appropriate input as necessary from the National Volunteer Manager and the Volunteer Managers within our Network.
- To develop and oversee robust systems for crisis management in line with the Network Development Team and PR Manager.

Operational Delivery - Marketing

- To increase the awareness of FareShare, its work and impact as the core activity.
- To develop and deliver high profile national marketing campaigns working in collaboration with the Network Development Team, National Volunteer Manager and Head of Fundraising, in particular.
- To be proactive and innovative in suggesting new and creative marketing channels and activities - as appropriate for our brand.
- To communicate and engage with both young and older people who may be interested in getting involved in FareShare, according to Insights on potential support. (Nfp Synergy Brand Awareness reports)
- To support the Network and Regional Centres in their marketing and communications with external audiences through advice and practical tools, developing a sharing portal where appropriate.
- To ensure FareShare's reach and scale is promoted in all that we do - ensuring that FareShare's Food Partners are targeted with impact and outcomes.

Operational Delivery - Digital

- To support & exploit the delivery of FareShare's digital transformation roadmap, considering new CRM systems, DAM creation and Volunteering systems.
- To fully exploit the use of digital and social media technologies to drive awareness of FareShare, attract new members and retain existing members, working closely with the PR Manager, Marketing Manager and Social Media Officer.
- To ensure that digital and social media work is embedded in all aspects of marketing and audience engagement while relevant and appropriate to different audiences, including food partners, corporate supporters and charity members.

Operational Delivery - Creative Commissioning

- To ensure all marketing and communications collateral (print, audio and video) is delivered to high quality standards and is customer focused, innovative and illustrates our expertise.
- To build a portfolio of high quality and cost effective editorial and design freelancers and where appropriate external agencies.

Management

- To lead, develop and motivate staff consistent with FareShare's performance management policies.
- To create a culture of cross team collaboration and communication to further the corporate objectives under FareShare's Strategic Plan.
- To create a high performing team culture that is ambitious and passionate about FareShare's vision.

Budget

- To be responsible for the Marketing & Engagement Team's budget

Other

- Be an active and inspiring ambassador for FareShare's brand - proactively promoting the organisation externally, building networks and identifying opportunities to introduce FareShare to new audiences.
- To put in place effective evaluation and benchmarking tools - to help measure KPI performance and support ongoing improvement.
To conduct all activities in a manner which promotes and enhances FareShare's image and reputation.
- To undertake any other duties that may reasonably be required to fulfil the duties of this post

Person Specification

As an employer committed to Equal Opportunities, we will assess applications in line with these criteria:

Experience

- Relevant experience of working an appropriate marketing role in any transferable sector or organisation. This includes relevant experience in the core areas in this job description.
- Experience of leading the development, communication and successful delivery of a strategy that demonstrates transferable relevance for this role.
- Extensive management experience that will get the best from direct reports and strengthen the overall management of the organisation
- Some experience of financial management, including control over income and expenditure, budget setting and performance management
- Strong commercial acumen either gained in a marketing, account /sales management role.

- Knowledge and experience of managing large budgets- six figures
- Transferable experience that demonstrates a high likelihood to fit into the management culture of a medium sized voluntary sector organisation that is run on strong business lines.

Skills, knowledge & abilities

- Leadership and management skills - including the ability to motivate and develop people to deliver high levels of performance
- Problem-solving skills and the ability to make effective decisions 'on the spot'.
- Ability to work systematically to agreed guidelines in the absence of close supervision
- Strong presentation/facilitation skills to promote awareness
- IT literacy, using Microsoft applications (Outlook, Word and Excel)
- Good team working skills, including both the ability to delegate and to develop people with a positive approach
- Excellent interpersonal skills and the ability to create good work partnerships with multiple stakeholders so that mutual benefit is achieved
- A commitment to Equal Opportunities
- Ability to recognise, assess and overcome obstacles in achieving targets.
- Strong communication skills in generating work guidelines and generating strong relationships with the Depot network.
- Ability to recognise and address high priorities and when necessary, simultaneously link these elements to enable overall strategy to be achieved.
- Ability to 'think outside the box' and resolve obstacles by investigating new ways of working and explore the 'unconventional'.
- Ability to present clear, defined and manageable targets and boundaries to team and support in achieving these aims.
- Ability to cut through smokescreen and decisively drive forward strategies to achieve targets.

Competencies and behaviours

- Drive, determination, reliance and commitment to really make a major and long-term difference.
- Planning and prioritisation- develop and implement clear plans with defined outcomes and resource management.
- Dealing with change - the ability to act quickly decisively and positively to change
- Communicating with impact- ability to influence across all media to establish commitment to organisational goals
- Delivering customer service- the ability to deliver excellence through a competitive products and service offer to all stakeholders
- Problem solving and decision making- the ability to anticipate, assess and deliver innovative solutions to problems with clear logical thinking
- Leadership - to be the role model for the food and wider team through role modelling behaviours

