



## FareShare

### Job Description - Marketing Manager

<b>Reporting to:</b>	Head of Marketing and Engagement
<b>Location:</b>	Deptford, London SE8 (with frequent UK travel)
<b>Hours:</b>	FTE - 35 hours
<b>Salary:</b>	£40,000
<b>Duration:</b>	Permanent

### About FareShare

FareShare is the UK's largest charity fighting hunger and food waste. We save good food from going to waste and redistribute it to frontline charities.

We now operate 21 Regional Centres around the UK. The majority of these are run by local charitable organisations called Delivery Partners. This enables them to be a UK-wide organisation yet also think and behave with local concerns at the heart of their actions. They support over 10,000 local charities and groups, and over the past year 13,500 tonnes of food were redistributed by FareShare Regional Centres nationwide, feeding 500,000 people every week. They operate across over 1,300 cities, towns and villages and save UK charities and community groups more than £23 million each year.

### FareShare's Strategy & Vision

FareShare's mission is to 'let no good food go to waste.' To this end we have developed a strategy that enables the food industry to provide food that is surplus - e.g. there is more of it than they can sell, it has been priced/packaged incorrectly or it is part of a promotion that has ended - to one of our regional centres in order for it to be unloaded, stored, repacked and delivered to charity partners in strict adherence to food industry health and safety standards. All of the food is good to eat, within its sell by date and a lot of it is fresh produce and of great nutritional value to our charity and community group member beneficiaries.

Even though FareShare are the UK's largest food redistribution charity we only handle 5% of the surplus food that otherwise would go to waste (to landfill, animal feed, or AD plants). Our vision is to ensure as much of the remaining 95% is redistributed to feed people first.

## Main Purpose of the Role

FareShare's Trustees made a strategic commitment in 2016 to support the promotion of our brand and impact evidencing of our work by investing in our Marketing & Communications Team. Our intention is to shout more loudly, to existing and new audiences about our work with the food industry and with our membership of over 7000 charities and to stimulate debate and create change around food surplus in the UK and its use.

We have ambitious plans to increase our Marketing Communications activities to grow our bases of support, whether that's corporate partners, donors, volunteers or media ambassadors.

Alongside this sits our need to support our internal network of Regional Centres to adopt and replicate such activities and creating the best means by which to do this.

The role will focus on this work and these Stakeholder groups in order to deliver:

- A high quality, high impact brand experience to all of our different audiences, cascading to the relevant implementation teams and colleagues and owning brand monitoring research
- Motivating and engaging impact evidence through quality and innovative storytelling, and managing the briefing, creation and production of such evidence, as well as the hosting and sharing of it
- New Insights research as well as guardianship of internal key data and its publication through impactful campaigns and events to evidence FareShare's role as the largest food redistribution charity in the UK.
- Targeted relationships with new and existing partners for high visibility collaborations which create access to new audiences for FareShare.

FareShare aims to be an equal opportunity employer



## Main areas of responsibility

### Supporting the FareShare service areas

- Marketing act as the internal ‘agency’ to the service areas within FareShare. The remits of these service areas can be broadly described as;
  - Food
  - Volunteers
  - Charity Partners
  - Fundraising
  - The Regional Centre Network
- This role will be tasked with the delivery of a first-class marketing service to our own internal functions, to ensure their needs are both serviced and advised or coached where appropriate.

### Marcomms Campaign Management

- Identify opportunities to create strategic and tactical acquisition and retention campaigns and communicate these to the team in a way that allows contribution and buy in to the idea.
- Work with the marcomms team member specialists to develop the execution plan and allow individual contribution to the various campaign elements.
- Undertake effective tracking and evaluation of all marcomms activity, sharing learnings and taking these into the next campaigns.
- Regular liaison with the Head of Marketing to update them with progress and share learnings.

### Brand management and tracking

- Establish and manage effective methods to track the use and misuse of the FareShare brand internally and by partners, and develop strategies to ensure correct usage.
- Own and evolve the brand guidelines to ensure they are up to date and relevant to all parties that use them.
- Look at the existing methods of understanding brand awareness and enable the team of understand the quarterly trend, and look at ways to augment or improve on this brand tracking method.

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## Marcomms Strategy Development

- Observe the existing marcomms practices, behaviours and strategies and make recommendations based on evidence or previous experience about how to improve our efficiency, cost effectiveness and outputs, including new routes to market, messaging and brand management.

## Content development

- FareShare benefit from a huge number of human interest stories. The challenge is to capture and prepare these in a way that is sensitive and appropriate to the charity beneficiaries and food partners, yet also of interest to readers.
- Working with the team including press and PR we want this role to develop a content strategy and plan which will outline a forward view of potential content ideas, provide a rationale for why they are relevant and important, and a plan for how to express this content in a way that achieves key marketing objectives around brand, volunteer recruitment, charity recruitment, fundraising and food procurement.

## Person Specification

As an employer committed to Equal Opportunities, we will assess applications in line with these criteria that we consider either as being essential or desirable in this role.

### Experience - Essential

- Experience of developing and implementing successful marketing acquisition and retention campaigns
- Running successful national and regional marketing campaigns
- Experience across a variety of media channels; in store, web, social, digital incl. email as well as advertising,
- Experience in managing campaigns and reporting on outcomes to internal and external audiences

### Experience - Desired

- PPC, direct/brand response, above-the-line marcomms experience
- A knowledge of the language of 'sustainability'
- Experience of building relationships with external organisations and associations to create and promote marketing programmes

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- NFP or charitable brand experience desirable especially where linked with fundraising
- Team management of up to three line reports
- CRM system use

## Skills and Abilities

- Excellent communication skills both written and verbal
- Strong numeric/analytical skills
- Ability to write and deliver marketing strategies that work when executed
- The ability to read and interpret big data and find interesting facts and figures within it
- An appreciation of brands, what a brand is, what they mean to different people, ideas for how to evolve them
- An appreciation of the marketing funnel, customer journeys and how to influence them through marketing and communications
- Microsoft Office competency

## Values and behaviours

- A commitment to equal opportunities
- An understanding of, and enthusiasm for, FareShare's mission and strategy
- A commitment to continuous professional development
- An empathy with volunteers and an understanding of their needs
- Flexible and non-judgemental approach to people and work
- Willingness and ability to travel in the UK

## Application Process

To register your interest in this role, please submit both a completed [FareShare Equal Opportunities form](#) and your up to date CV and Cover Letter to [recruitment@fareshare.org.uk](mailto:recruitment@fareshare.org.uk)

Closing date 22 April 2018. Interviews will be held on 23<sup>th</sup> April at the FareShare London Office. Please ensure you are available on these dates when applying.

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