

FareShare

Job description	Marketing and PR Officer - FareShare Go
Reporting to	Marketing Manager
Location	Based at FareShare in London or Sheffield with regular travel between both
Hours	Full time (35 hours)
Term	9 month FTC to March 1 st 2019 with possible extension
Salary	Up to 28k per annum (£21k pro-rata for the 9-month term)

Main purpose of this role

This role will help to support FareShare's relationship with Tesco through the FareShare Go team. FareShare Go is a service of FareShare that connects local stores to local charities across the country to collect daily food surplus. The role will help the FareShare Go team to deliver on their objectives around food collection and redistribution to charity.

About FareShare

FareShare is the UK's largest food redistribution charity, fighting food poverty by tackling food waste. FareShare sources food that is surplus to requirements from retailers and manufacturers and engages many volunteers to help redistribute this to local charities and community groups that provide meals to vulnerable people including families and individuals who are homeless, unemployed, socially isolated or recovering from addiction.

FareShare operates 21 Regional Centres (depots) across the UK and supports over 9,600 local charities and community groups. In the last twelve months the FareShare network redistributed 16,992 tonnes of food nationwide, helping to create 36.7 million meals and feed 772,000 people each week.

About FareShare Go and Tesco Community Food Connection

FareShare Go is a service that FareShare provides to food retailers who wish to support local charities with their daily store level surplus. Originally conceived in partnership between FareShare, Tesco and Food Cloud, the FareShare Go service is now available across Waitrose stores and two other major retailers are trialling it too. Tesco call the service their Community Food Connection. Tesco store managers are able to scan surplus food nightly, and send an email to their local charities and community groups with a collection slot the following day. Through this mechanism FareShare Go is servicing thousands of Tesco supermarkets and charities on a daily basis.

Key focus of this role

FareShare aims to be an equal opportunity employer

- The effective use of marketing communications and PR to support FareShare Go's objectives and targets around the recruitment and retention of local charities and community groups to the Tesco store portfolio including monthly newsletters
- Help to facilitate relationship building between the participating charities and colleagues in Tesco stores, creating a strong grassroots community
- Gather comprehensive feedback and case studies which both demonstrate impact and shape the success story for FareShare and Tesco
- Support the FareShare Go regional teams in effective engagement with Tesco stores, charities and other key regional stakeholders in FareShare's network
- Act as a key liaison point for FareShare Go's marketing point of contact and supporting their reactive needs wherever possible
- Working with the FareShare Press and PR Manager and Tesco comms team to keep them up to date on the status of projects that are planned and underway
- Support of key timebound Tesco and/or Community Food Connection projects

Responsibilities

- **Marketing, PR and Comms**
 - Coordinate on-the-ground marketing activity through FareShare Go's regional marketing champions
 - Supporting Tesco National Food Collection Communications (a national Christmas activity across Tesco store portfolio).
 - Support FareShare's regional press and PR with a specific focus on FareShare's partnership with Tesco
 - Oversee communications with Tesco Community Food Connection and the FareShare Go team to support the success of the Community Food Connection, maintain effective relationships with local charities, stakeholders, journalists and media outlets, ensuring that opportunities to raise the profile of the initiative is maximised
 - Act as the lead marketing and PR contact for key participating Tesco stores
 - Build and maintain relationships with local charities receiving food via Community Food Connection and FareShare Go
 - Develop content and merchandise to promote FareShare Go and support communications via social media both through the FareShare UK channels and Tesco
 - Provide evidence of the impact of FareShare's partnership with Tesco; and track PR activity to share with internal departments and external audiences
 - Prepare and contribute to weekly, monthly and quarterly reviews for FareShare and Tesco.
 - Support FareShare's Social Media Officer with regular content to promote the programme.

Person specification

Experience

- Experience of using marketing and PR to raise the profile of an organisation or a national programme
- Experience of working within communications or marketing with project planning, story/creative development, delivery, monitoring and evaluation
- Professional use of social media and email marketing campaigns
- Experience of coordinating marcomms processes in a national organisation
- Experience of working with, and managing, third party/external agencies
- Relationship development with multiple stakeholders in different locations across the country

Skills, knowledge and abilities

- Excellent written skills including copywriting and proof reading, along with a similar level of verbal communications skills
- Marketing and/or communications/PR experience for an national organisation with national reach
- A self-starter with proven ability to work on own initiative, meet objectives and tight deadlines under pressure
- Knowledge of the not for profit sector and ideally the charitable/sustainability sector (desirable but not essential)
- Able to demonstrate attention to detail whilst also having a flexible approach and an ability to work in a team
- Knowledge of CRM systems and content databases for case study management
- Good working knowledge of Microsoft Office (Word, Excel and database).

Values and behaviours

- A commitment to Equal Opportunities
- An appreciation of FareShare's mission and strategy
- Flexibility of approach and ability to work in a team
- Proven ability to develop and maintain good working relations, with both internal and external audiences
- Willingness and ability to travel to and from Sheffield and London and around the UK regularly.

Application process

If you would like to apply for this role please send a copy of your CV and a supporting statement showing how you meet the essential experience outlined in the person specification to recruitment@fareshare.org.uk

Closing date for receipt of applications is 8th July. Interviews will be held w/c 8th July