

## FareShare

### Job Description - Marketing and Communications Officer

**Reporting to:** Marketing and Communications Manager  
**Location:** Deptford, London  
**Employment Type:** FTC: Fixed Term 2 years  
**Hours:** Full time (35 hours) 9.00am to 5.00pm  
**Salary:** £29,000

#### About FareShare

We believe that no good food should go to waste. When we saw the problem of UK hunger we found a solution. It's simple really. We redistribute surplus food to charities that turn it into meals. We are a community. We get things done. We change lives.

Here's how we do it. We source food that is surplus to requirement - from retailers and manufacturers - and engage many volunteers to help us redistribute this to local charities and community groups. They then use this to provide meals to vulnerable people; these could be children at breakfast clubs or holiday clubs who struggle to eat a proper meal at home, the elderly and lonely, people who are unwell or unable to fend for themselves.

FareShare operates 21 Regional Centres across the UK and supports nearly 10,000 local charities and community groups. In 2017/18 FareShare received 16,992 tonnes of food, helping to create 36.7 million meals and feeding 772,000 people every week.

FareShare has been working in this amazing way for 24 years, and that effort has now been recognized with significant funding from external partners in 2017 and 2018, and with exciting growth plans we aim to support as many vulnerable people as we can, and minimize the amount of food going to waste across the UK.

#### The Marketing and Communications team

The role is an important part of a strong marketing and communications team, who provide a wide range of digital, direct, shopper and ATL marketing, communications, social and PR support activities to the frontline teams that manage acquisition and retention of food partners, charity partners, volunteers and fundraising. The team also protect and promote the FareShare brand, its values and aim to ensure consistency in the way the brand is communicated across the FareShare network.

FareShare aims to be an equal opportunity employer



The members of the team have differing specialist skills and experience such as design, web, social media, PR, Public Affairs, Marketing and Advertising, all have a common desire to use their expertise and skills for good, and working at FareShare enables both an environmental benefit and a social benefit through the way we work.

## Main purpose of the role

This role is important in strengthening FareShare's ability to source the highest quality surplus food that fits the needs of our charity partners, to maintain the healthy relationships we enjoy with our existing food partners, and to open conversations with potential new food providers.

The role has been funded by an external partner for a two year programme, and as such is a two year contract. The programme is intended to support the distribution of more fresh fruit and vegetables to our Charity partners. The nutritional and health benefits of a diet high in fresh fruit and vegetables are well documented, and the focus for the funder of this programme.

The methods to achieve this will be through;

- understanding the growth and business strategy developed by the Regional Centres with the management team and develop appropriate and engaging marcomms activity that is relevant to the target audiences that meets that supports the resulting marketing strategy
- working directly with stakeholder groups within the food manufacture, retail and logistics industry across brand and marketing teams, especially those dealing specifically with fruit and vegetables

## Reporting lines

The role reports into the Senior Marketing Officer - Food who has developed a number of relationships with well known FMCG brands, and successfully delivered a number of on pack promotions with them, the proceeds of which support FareShare in its mission to let no good food go to waste.

The SMO - Food essentially looks after all marketing activity aimed at food partners and generating food into the network.

## Personal qualities

We are looking for an energetic, enthusiastic individual who feels passionate about food waste and food poverty. Ideally s/he will come with experience or knowledge of effective marketing

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in the commercial sector, but most importantly they will have a track record of meaningful stakeholder engagement through a range of communications. They will need to demonstrate a can-do attitude and combine that with an effective demonstration of the experience and skills outlined below. This is a great opportunity for someone to make a real difference in an area of significant relevance and interest, within an award-winning charity.

## Key Responsibilities

### To support the Food Team in engaging with existing and prospective clients to source fruit and vegetables

- Work directly on key manufacturing accounts collaborating with a team of FareShare food account managers and the Senior Marketing Officer - Food.
- Delivery of a marketing and comms plan to support awareness raising amongst key audiences
- Develop and maintain campaigns that helps the food team to acquire relevant new food partners and retail existing food partners
- Develop engaging web content and maintain a range of industry case studies
- Work with the Press and PR Manager to identify opportunities to secure news coverage of food partners.

### Promote FareShare's work and evidence of impact

- Develop evidence of FareShare's work and impact (e.g. case studies, research, current data) that will engage with the food industry
- Identify and share stories of best practice within the food industry
- Work with the Press and PR Manager to identify opportunities to secure news coverage of food partners.

### Programme milestones

- Support Fundraising Account Manager with programme milestones and information for Funders reporting and evaluation requirements

### General marketing

- Assist the Marketing team on broader requirements including;
  - On pack promotions
  - CRM
  - Email marketing campaigns (we use Mailchimp currently)
  - Simple design tasks
  - Research activities/surveys
  - Development of marketing materials and copy
  - Provision of branded materials to Regional Centres

- Maintain a pipeline of award applications and write and submit entries
- Support the development of the FareShare website and contribute to social media content
- Develop and manage other appropriate activities needing support in the team

## Person Specification

### Experience

- Demonstrable experience of delivering effective marketing/communications to raise the profile of an organization or an issue, ideally in the FMCG or charity/NFP space
- Demonstrable experience of working on key corporate accounts
- Demonstrable experience of supporting internal teams in the delivery of team and organizational objectives
- Experience of working with and alongside Press and PR teams.

### Skills, knowledge and abilities

- Proven track record of using marketing skills and communications channels to meet targets and/or strategic objectives
- Ability to develop and maintain good working relations, both within an organization and with stakeholders
- Excellent written and verbal communication skills including copy writing, proof reading, delivering engaging content and coordinating communications processes
- Good working knowledge of Microsoft Office (word, excel and desktop publisher)
- Some experience in graphic design desirable
- Some experience in using CRM systems desirable
- Some experience with Mailchimp or similar email system desirable
- Able to show a flexibility of approach and work effectively within a team
- Food industry knowledge desirable

### Values and Behaviours

- Commitment to equal opportunities
- An understanding of, and sympathy with, FareShare's mission and strategy
- Willingness and ability to travel within the UK on an occasional basis

### Application Process

To apply for this role please forward a completed application form and Equal Opportunities monitoring form together with a concise covering letter setting out how your experience (with actual examples where possible) meets the personal specifications for this role to: - [recruitment@fareshare.org.uk](mailto:recruitment@fareshare.org.uk). Please quote reference: MCO/03.

**Closing Date: Friday August 17th 2018**

**Interviews will take place week commencing 20<sup>th</sup> August 2018**