

FareShare

V2-26 Feb-SH

Job description	Regional Press and PR Officer
Reporting to	Press and PR Manager
Location	Flexible, but must be able to work at least three agreed days a week at FareShare UK in London; with some travel.
Hours	Full time (35 hours)
Term	Three year programme
Salary	£28,000 to £30,000

Main purpose of this role

This role will help to support press and PR for an exciting new multi-million pound partnership with Asda called 'Fight Hunger Create Change'. The partnership has now been shaped to deliver a three year plan of activity to redistribute more fresh food to UK charities and, in particular, to over 400 Trussell Trust food banks across the country.

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 6,700 local charities and community groups. In the last twelve months the FareShare network redistributed 13,500 tonnes of food nationwide, helping to create 28.6 million meals and feed 484,000 people each week.

About the Asda 'Fight Hunger Create Change' programme

Asda, FareShare and The Trussell Trust are partners in a three year, £20 million, programme designed to tackle food insecurity and provide nutritious food to one million vulnerable people.

Asda's investment enables FareShare to expand the reach and capacity of its infrastructure, which will help provide an additional 24 million meals every year and give 500,000 more people facing food insecurity access to fresh food across the UK.

FareShare aims to be an equal opportunity employer

Key focus of this role

- The effective use of consistent communications and PR to support FareShare's objectives and targets around 'Fight Hunger Create Change'
- Help to facilitate relationship building between the charities participating in 'Fight Hunger Create Change' and colleagues in Asda stores
- Gather comprehensive feedback and case studies which both demonstrate impact and shape the success story for FareShare and Asda
- Support the Programme Managers in effective engagement with Asda stores, charities and other key regional stakeholders in FareShare's network
- Act as a key liaison point for all FareShare Regional Centres and supporting their local PR activity wherever possible
- Working with the Press and PR Manager and Regional Centres to assess gaps within the communications planning both for FareShare and the national strategy in order that we maximise local and regional opportunities.

Responsibilities

• Press, PR and Comms

- Support FareShare's regional press and PR with a specific focus on FareShare's partnership with Asda
- Oversee communications with 21 Regional Centres working to support both the FareShare Regional Centre and the Asda programme, maintaining effective relationships with local journalists and media outlets, ensuring that opportunities to raise their profile are maximised
- Act as the lead PR and press contact for key local Asda stores
- Build and maintain relationships with local charities receiving food from FareShare
- Develop content to promote FareShare and support communications via social media both through the FareShare UK channels and the Regional Centres and delivery partners
- Provide evidence of the impact of FareShare's partnership with Asda and The Trussell Trust; and track PR activity to share with internal departments and external audiences

• Planning and targets

- Deliver against the targets agreed within FareShare's 'Fight Hunger Create Change' communications plans developed and led by FareShare UK, contributing to increased awareness amongst local charities and other key stakeholders
- Work with the Press and PR Manager to develop and extend the above plans
- Secure relevant feedback and input from the Regional Centres to help develop the strategy

- Support the Asda Programme Manager and Officer with the desired information in order that they meet their targets for local impact and activities
 - Support the launch of two new Regional Centres during the three year programme
- **Administration**
 - Contribute to work carried out by the Press and PR Manager to raise FareShare's profile and work to fight hunger and tackle food waste
 - Coordinate and support the sharing of FareShare's key messages with the network of FareShare Regional Centres
 - Assist the design, delivery and support of local in store (Asda) events
 - Undertake a series of regular catch up and monitoring calls with all 21 Regional Centres and share leads for case studies
 - Collate a series of ad hoc feedback and formalised case studies that support the benefits to charities of FareShare's partnership with Asda and The Trussell Trust.
 - Prepare and contribute to weekly, monthly and quarterly reviews for Asda.
 - **Other**
 - To work effectively with volunteers, both within Regional Centres and the local charities participating in FareShare's partnership programme with Asda
 - Develop and manage other appropriate activities as defined by the Press and PR Manager
 - Support FareShare's Social Media Officer with regular content to promote the programme.

Person specification

Experience

- Significant experience of harnessing PR to raise the profile of an organisation or a programme/issue
- Experience of working within communications or marketing and with project planning, analysis, monitoring and evaluation
- Demonstrable and proven track record of using social media to achieve strategic goals
- Experience of coordinating communications processes in a national organisation
- Experience of working with, and managing, third party/external agencies
- Working within a fast paced environment with the necessary drive, energy and commitment to learn new things quickly.

Skills, knowledge and abilities

- Excellent written skills including copywriting and proof reading, along with a similar level of verbal communications skills
- 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 the impact of effective PR in championing key issues (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 understanding of, and sympathy with, 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 Leeds 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 midnight 25 March 2018

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