



Job Description

Design and Content Assistant

Reporting to: Marketing and Communications Manager

Location: Deptford, London

Hours: Full time (35 hours) 9.00am to 5.00pm

Salary: £24k

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 depots (we call them our Regional Centres) across the UK and supports nearly 10,000 local charities and community groups. In 2016/2017 FareShare received 13,500 tonnes of food, helping to create 28.6 million meals and feeding 500,000 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.

The members of the team have differing specialist skills and experience such as

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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 vital in strengthening FareShare's ability to produce the highest quality content, to produce creative work that shines, in print, photographic and video media for a range of channels but predominantly FareShare's owned digital platforms (website, Youtube, Facebook, Linked In, Twitter and our newsletters) and some external media including printed merchandise, uniforms, collateral, and advertising.

The role is permanent, and reflects FareShare's desire to produce content in house, and only where absolutely necessary liaising with experts in certain technical areas of production to achieve the desired result.

Reporting lines

The role reports into the Marketing Manager, who will have overall responsibility for delivering; brand understanding and awareness activity, acquisition and retention activity across Food, Volunteers, Charity partners and Fundraising.

Personal qualities.

We are looking for an enthusiastic design-led individual who feels passionate about redistributing surplus food in the UK to vulnerable people. They will come with experience and knowledge of design software packages such as InDesign, Photoshop and Illustrator, web CMS especially WordPress, and video animation and editing suites. They will also be comfortable and up to date with how to exploit the latest digital and social communication channels through design for marketing, and be able to develop compelling storyboards and script ideas. Most importantly they will have a great eye for impactful design of marketing and communications and have an understanding of how to take this to market through appropriate channels including email, social, web and advertising.

KEY RESPONSIBILITIES

- 1. To support the Marcomms team and wider FareShare colleagues in content development and outreach**
 - Work with the Marketing Manager to identify areas where design and outreach support can best help the frontline service areas including the Food, Volunteer, Network and Fundraising teams.
 - Respond to other team member requests for support with design and outreach where appropriate
 - Produce, Create and design photography, artwork and video for the majority of FareShare print and digital output that is on brand and of publishable quality
- 2. Promote FareShare's work to internal and external audiences**

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- Work with the Press and PR Manager and Network teams to identify news stories that are of relevance to our different internal audiences.
- Create the newsletter versions that goes out to these different audiences that has the most impact for them and serves the agreed purpose of the communication.
- Provide ideas for new ways of communicating with these audiences and demonstrate how this could work through providing examples.

3. General marketing

- Assist the Marketing team on broader requirements including;
 - CRM
 - Intranet
 - Email marketing campaigns (we use Mailchimp currently)
 - Research activities/surveys
 - Development of marketing materials and copy
 - Provision of branded materials to Regional Centres
 - 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 on brand content 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

Skills, knowledge and abilities

- Photoshop, Illustrator and Indesign skills essential
- Development of social media assets for facebook, Twitter, Instagram, Linked In essential
- Animation software skills advantageous (we use Powtoon currently)
- 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)
- 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.

Closing Date: Tuesday 18 September 2018

Interviews will take place week commencing 24 September 2018