



## FareShare

<b>Job description</b>	Marketing and PR Officer - FareShare Go
<b>Reporting to</b>	PR Manager
<b>Location</b>	Based at FareShare in London or Sheffield with regular travel
<b>Hours</b>	Full-Time
<b>Term</b>	24 month FTC to March 1 <sup>st</sup> 2021 with possible extension
<b>Salary</b>	£26-28k per annum

### Main purpose of this role

This role will help to support FareShare's relationship with Retail Partners 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 and supporting thousands of Tesco supermarkets and charities on a daily basis.

### Key focus of this role

- 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.
- Help to facilitate relationship building between the participating charities and retail partners, creating a strong grassroots community
- Gather comprehensive feedback and case studies which both demonstrate impact and shape the success story for FareShare and its retail partners Support the FareShare Go regional teams in effective engagement with retailers, 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 Retailer comms teams' to keep them up to date on the status of projects that are planned and underway
- Support of key timebound retailer 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 Go
  - 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
  - Oversee communications with other retailers and the FareShare Go team to 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 stores in participating retailers
  - 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 retailers
  - Provide evidence of the impact of FareShare's partnership with Tesco and other retailers; and track PR activity to share with internal departments and external audiences
  - Prepare and contribute to weekly, monthly and quarterly reviews for FareShare and key retail partners.
  - Support FareShare's Social Media Officer with regular content to promote the programme.

## Person specification

### Experience

- Experience of coordinating marcomms activities
- Experience gathering and writing case studies
- 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 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 proofreading, along with a similar level of verbal communications skills
- Marketing and/or communications/PR experience
- 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 (desirable but not essential)
- Able to demonstrate attention to detail whilst also having a flexible approach and an ability to work in a teamWillingness to travel within the UKGood 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](mailto:recruitment@fareshare.org.uk)

Closing date for receipt of applications is 13<sup>th</sup> Feb. Interviews will be held w/c 16th Feb

FareShare aims to be an equal opportunity employer