

## FareShare

### Fundraising Communications Officer

**Reporting to:** Head of Fundraising  
**Location:** London / Remote in current circumstances  
**Hours:** Full time  
**Salary:** £30-33,000

#### About FareShare

FareShare is the UK's national network of charitable food redistributors, made up of 17 independent organisations. Together, we take good quality surplus food from right across the food industry and get it to almost 11,000 frontline charities and community groups. Over the past year 24,074 tonnes of food were redistributed by FareShare Regional Centres and FareShare Go nationwide through our charity network supporting 933,578 vulnerable people every week.

Hunger is a growing issue in the UK and while there is surplus food that is otherwise going to waste, we believe that this food should be used to feed people first.

The COVID-19 pandemic has created an even greater need for FareShare's work and during this time, we have trebled the amount of food distributed to support vulnerable people. Delivering impactful storytelling and communications is more crucial than ever to help us retain existing donors and attract new ones.

#### FareShare's Strategy & Vision

**Vision:** We have the vision of a UK where "No good food goes to waste".

**Mission:** To use surplus, fit for consumption, food to feed those who are vulnerable in the UK by supporting front line charitable organisations that tackle the cause and not just the symptoms of food poverty.

**Our Purpose:** We are doers. We are a community. We change lives.

**Our Values:** **Passion** - for our cause and the challenge that lies ahead

FareShare aims to be an equal opportunity employer

**Ambition** - to go the extra mile and drive the change that must happen

**Respect** - for ourselves, each other, our volunteers, our partners and our beneficiaries

**Collaboration** - it's only by working with others that we can be stronger

**Focus** - on providing the best service possible so that we deliver and achieve the most for our clients/customers.

## The role

FareShare has a dynamic fundraising department which has seen incredible growth in the number of new funding partners and donors across Trusts & Grants, Corporate Fundraising and Individual Giving. As a result of new investment in the Fundraising Team agreed by our Trustees, we are looking for a Fundraising Communications Officer to create compelling fundraising content for our audiences that will inspire our supporters and help maximise opportunities for income generation.

This role will work across the Fundraising team and closely with our Marketing department to develop the key messages, content and activity to enable us to acquire, renew, engage and retain supporters. This is a brilliant opportunity for someone with a strong understanding of what makes a good fundraising story and the ability to transform this into inspiring content for a range of audiences.

## Main areas of responsibility

The key focus of the role will be:

1. Content and asset creation that conveys the impact and breadth of FareShare's work in order to support the department to develop and deliver on our fundraising strategy across Corporate Fundraising, Trusts & Foundations, Individual Giving and Commercial activities
2. Creating tools and activities to communicate effectively with our range of donors to encourage their sustained support and deepen their engagement
3. Work closely with the Marketing team to develop tailored communication plans and content that tells the powerful story of FareShare
4. Create engaging opportunities to promote income generation to new audiences and donor groups

## Responsibilities

FareShare aims to be an equal opportunity employer

### **Contributing to the Fundraising Department's supporter engagement activities by:**

- Producing a calendar of bespoke e-communications for each fundraising stream to support excellent supporter experience and regular engagement with FareShare
- Collating powerful and engaging case studies to demonstrate FareShare's impact to funders in line with reporting requirements
- Ensuring appropriate recognition and acknowledgement of funder support is delivered through innovative means, in collaboration with Fundraising Account Managers
- In collaboration with the Fundraising Managers, develop impactful content for use in a range of fundraising presentations, proposals and meetings
- Leading on Departmental initiatives such as FareShare's Thanking Day and Recognition Event
- Hosting visits to FareShare Regional Centre and charity member locations
- Contributing to FareShare's Annual Report & Accounts, in collaboration with the Marketing department
- Working with the Individual Giving Manager to develop and promote new streams of Income Generation such as Legacy Giving

### **Broadening FareShare's Digital Fundraising activities by**

- Developing and publishing written, visual, and audio content for the fundraising pages on FareShare's website and associated social media channels including Facebook, Twitter, LinkedIn, Instagram, in collaboration with the Marketing department
- Supporting the new Individual Giving Manager on seasonal campaigns and appeals throughout the year
- Working with the Individual Giving Manager to monitor and review the performance of existing digital fundraising mechanics and developing new activities where appropriate, such as virtual food drives and e-gift cards
- Liaising with FareShare's Webmaster to monitor and review traffic to and engagement with FareShare's Fundraising website pages and taking steps to increase both

### **Supporting FareShare's Network of Delivery Partners to fundraise by**

- Liaising with fundraising counter-parts at our 17 'Franchise Delivery Partners' to establish a calendar of National and Regional activities for Community and Individual Giving
- Delivering the toolkits, support and review of seasonal campaigns
- Facilitating the sharing of fundraising best practice and opportunities across the Network through monthly cluster meetings

FareShare aims to be an equal opportunity employer

## Administration

- Plan and manage innovative fundraising events and activities whether physical or digital) such as charity auctions at industry events, world record attempts, challenges, concerts, quizzes
- Produce Fundraising department updates for Trustee meetings, in liaison with the Head of Fundraising
- Support the Fundraising team with administration as required, updating proposals, presentations, fundraising materials and other documents

## Person Specification

As an employer committed to Equal Opportunities, we will assess applications in line with these criteria that we consider either as being essential or desirable in this role.

### *Essential*

- Experience of working in communications and/or marketing within or for a Fundraising context
- Experience in designing and testing campaigns and messaging
- Writing for different audiences and using a range of digital, written and multimedia communications
- Confident in technical aspects of digital fundraising and donor acquisition
- An understanding of storytelling that inspires action
- Experience of working with internal and external stakeholders in a collaborative way
- Knowledge of the Industry codes of practice
- Excellent communication and written skills
- Resourceful and creative thinker with initiative
- Ability work under pressure and meet deadlines
- Proficiency in e-mailing systems such as ActiveCampaign or Mailchimp
- Experience of using Salesforce or CRM system

### *Desirable*

- Experience of working with Wordpress or similar programmes
- Experience of managing supporter events

### *Values and behaviours*

- A commitment to Equal Opportunities
- An understanding of, and sympathy with FareShare's mission
- Flexibility of approach and ability to work in a team

### **Application procedure:**

Please send a CV and covering letter to [Recruitment@fareshare.org.uk](mailto:Recruitment@fareshare.org.uk) by 5pm on Friday 17<sup>th</sup> July 2020. Interviews are scheduled to take place on Thursday 23<sup>rd</sup> and Friday 24<sup>th</sup> July

FareShare aims to be an equal opportunity employer